BEST CITIES FOR YOUTH TO WORK IN CANADA

YOUTHFULCITIES

YOUTHFULCITIES 2019 URBAN WORK INDEX

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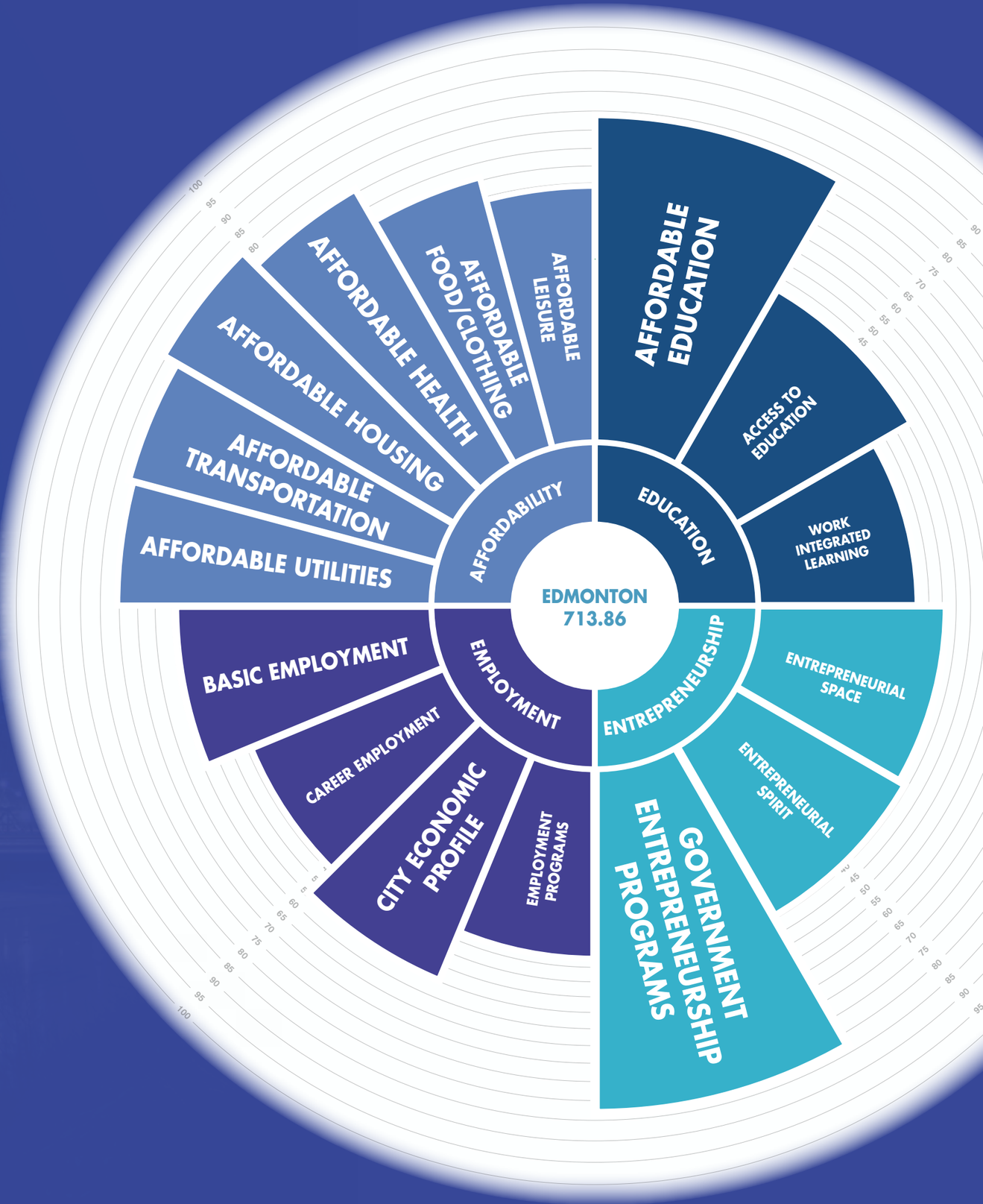


CONTENTS

3 – 6 GREETINGS

7 – 8 YOUTHFULCITIES CANADA

7 OVERALL CITY RANKINGS

8 JUST THE HEADLINES

THE BUILDING BLOCKS OF THE WORK INDEX 9–10

OVERALL INDEX RESULTS 11–18

AFFORDABILITY THEME RESULTS 11–12

EDUCATION THEME RESULTS 13–14

EMPLOYMENT THEME RESULTS 15–16

ENTREPRENEURSHIP THEME RESULTS 17–18

OUR RESEARCH TEAM 19–22

OUR INDEX METHODOLOGY 23–24

THE CITIES IN OUR INDEX 25–26

CITY PROFILES 27–48

WORK ATTRIBUTE PROFILES 49–82

83–84 OUR VISION

WELCOME TO THE CANADIAN YOUTHFULCITIES URBAN WORK INDEX 2019

ROBERT BARNARD
Co-founder
YouthfulCities

Over the past year, I've had the opportunity to criss cross Canada from Halifax and St. John's to Vancouver and Victoria. I've been working with youth since I was one, but the dialogue about work is noticeably different from the one I was part of as a member of Generation X. Work is not just about getting a job for youth (15-29 year olds). It's a process involving a complex set of attributes that make up a significant part of their lives. Youth hope their education gets them started on the employment path and doesn't swamp them with too much debt. Then there's the paradox of somehow needing experience to get experience. Finding some form of employment to start generating an income is the next challenge, but hopefully, jobs will improve to become more career oriented and stable. Or for some, starting a business is the right choice or necessary starting place. And when youth start making money, actually even before, they need affordable places to work so they can live and play too.

The past few generations of young workers have certainly seen economic shifts. Currently though, we are starting to see an acceleration in a few trends that will impact youth differently today. Canadians 15-29 years will be the most educated youth ever. But the cost of that education has risen to the point that they will also be the most indebted youth ever. Previous generations experienced "industry downsizing", today's youth are seeing entire swaths of jobs eliminated in the name of automation, robotics and artificial intelligence.

Sadly, one facet of work has not changed - Canada's acceptance of a youth unemployment rate that is double the national average. In an ageing society that desperately needs youth to thrive, shouldn't this be the reverse. Shouldn't we show the world what full youth employment looks like? We want to challenge Canada and Canadian cities to achieve a youth unemployment rate of less than 6 per cent by 2024. Why cities? Eighty-seven per cent of youth today live in cities. That's where the jobs and opportunities are. Cities also drive Canada's economy.

This is not a hollow challenge. YouthfulCities wants to help. We want to go deeper into the world of urban work. We want to help Canadian cities be better places for youth to work.

We want to help youth choose the best place for them to work by creating a resource for them to make more informed choices. The YouthfulCities Urban Work Index is our first step.

We consulted 170 young people across Canada to see what was important to them about work in cities. There are four main themes to work - Affordability, Education, Employment and Entrepreneurship. Youth clearly want more affordable housing, less student debt, good jobs and cities that really support entrepreneurs. Overall we landed on 16 unique attributes that make or break a city as a great place to work for youth. Then we worked to build indicators to give the fullest, most accurate view of cities from a work perspective. Youth unemployment rate is one of only 48 different indicators we developed because it still matters. But youth told us a good job matters more. So we added the percentage of full-time employment in each city as another indicator. You can see all 48 indicators on pages 14–15.

Now that we have all the data collected, checked and calculated we can truly see cities that work for youth. Edmonton now has the title of Best City for youth to work in Canada for 2019, finishing with 714 points, besting Montreal by a very thin 6 points, and Ottawa by just 16. It should be noted that Winnipeg, our 21st place city, with 489 points, is better for youth who care about access to education and work integrated learning opportunities than Edmonton. A perfect city could achieve 1310 points if it was best in all our work attributes, so you can see all cities have their own work to do.

It takes a lot of effort to build a new index. I want to thank all those who made this Index possible. Our team at YouthfulCities: Research Director Matt Cosgrove, Program Manager Kristina Smith and data checker Katarina Gligorijevic. Our youth researchers across our 21 Canadian cities did a great job collecting the raw data.

Finally, I want to offer a huge thank you to RBC Future Launch. Based on their groundbreaking Humans Wanted research and report, we approached them with a vision for a first-of-its-kind urban work index. Not only did they buy in, but they also made it better. Their team reviewed our methodology and helped us create some new indicators, especially in the important area of the economic profile of the city. RBC's commitment to strong youth employment in Canada is real. Their support to make our work possible is greatly appreciated.

Yours Truly,

Robert Barnard
Co-founder YouthfulCities

WELCOME TO THE CANADIAN YOUTHFULCITIES URBAN WORK INDEX 2019

VALERIE CHORT
Vice President,
RBC Corporate Citizenship

The world of work is changing. And yes, we know the youth employment landscape of the future will look vastly different than it does today. We know this because it's quickly becoming a reality.

We also know that education, training and work experience are pivotal in a young person's life – setting the stage for future success. It's why RBC is committed to helping young people prepare for the changing world of work, and why we've introduced RBC Future Launch, a 10-year, $500 million commitment to empower young people for the jobs of tomorrow.

Integral to this commitment, is the need to continuously learn more about the dynamics of youth employment and what their employment landscape currently looks like in cities across our country.

What if young people…

…could choose a city to live in based on their own needs and personal interests?

…..could live in a city that better understood what they need and value as they seek employment?

…. could live in a city that benefits from shared learnings, best practices, and addresses mutual challenges when it comes to urban work?

We don't have all the answers, so instead, we partnered with YouthfulCities to create the first-ever Urban Work Index, a data-driven resource that illustrates the top urban cities in Canada for young people to work in.

Through an in-depth analysis of four key themes - Affordability, Education, Employment and Entrepreneurship - the Index shines a spotlight on what's working well in our cities and what still requires our collective attention. Together with YouthfulCities, we want to help expand the dialogue around the future of urban work, to begin to understand and most importantly, address the challenges currently facing young workers.

To be clear, the Index is not a list of winners and losers. Instead it provides a closer look at the opportunities that exist within our urban centres. It also helps to validate the investments we're already making in our communities and suggests where more support is needed.

We want to be a catalyst for change – bringing government, educators, public sector and not-for-profits together to co-create solutions to help young people better prepare for the future of the work. Solutions that will help young people access programs for skills development, networking, practical work experience and provide access to mental well-being supports and services.

The release of the YouthfulCities Urban Work Index creates an opportunity for stakeholders to come together and address our "what if" questions.

The answers to these questions should begin to help ensure young people know what opportunities exist based on their needs and interests, help them explore new and different paths to employment, and ultimately land them good, sustainable jobs while making sure they can afford productive lives.

At RBC, we are guided by our purpose of helping clients thrive and communities prosper. And we believe that by helping young people unlock their potential and launch their careers, we can assist them with building a stronger future for themselves, and a more prosperous Canada for all of us.

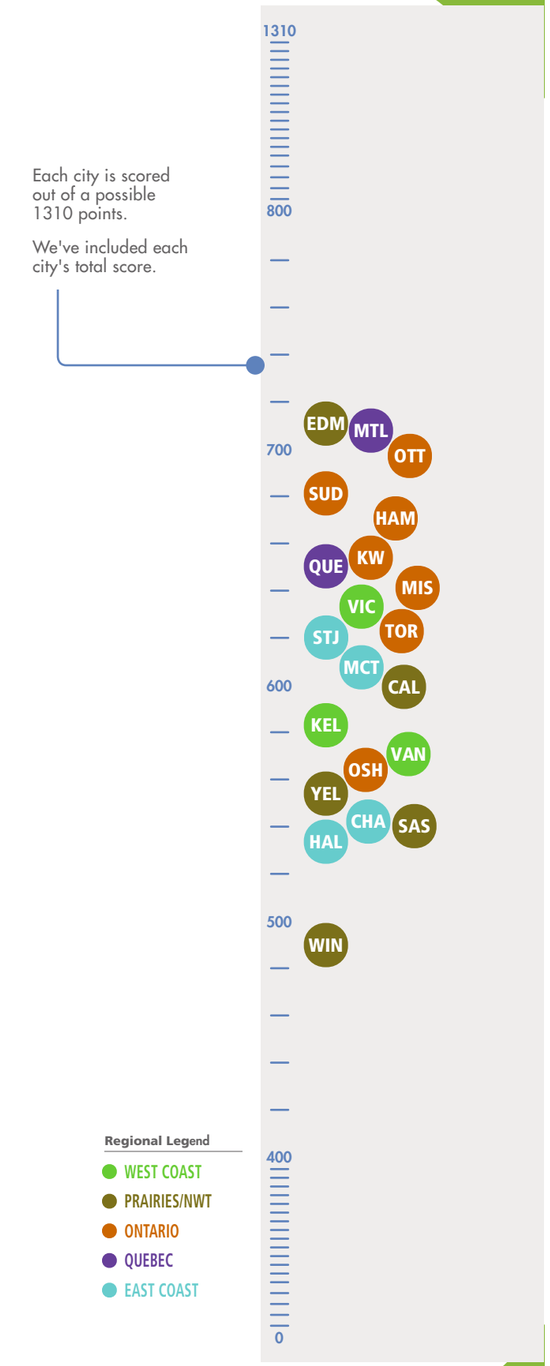
Our future depends on it.

Valerie Chort

YOUTHFULCITIES URBAN WORK INDEX 2019

Where is the best place for urban work in Canada? We set out to answer this question with our Urban Work Index, ranking 21 cities across Canada on various attributes to create a holistic picture of work. Each city was ranked on a total of 1310 possible points. The overall ranking is designed to expand the discussion on youth work from simply unemployment statistics to an intersectional analysis that reflects youth's priorities when navigating work in their cities.

The overall ranking shows each city's complete score, across the themes of work relevant to youth: affordability, education, employment and entrepreneurship. In the overall ranking, Edmonton, Montreal and Ottawa make up the top three. Geographically across Canada, every region has a city in the top 10 - a city that excels across our youthful measures of urban work. Interestingly, Toronto and Vancouver end up in the middle of the pack. Their finish here reflects a story that may be different from assumptions about where the best places in Canada are to work. Importantly, even the cities at the top of the list do not come close to the total number of possible points, showing that no city is perfect for youth looking for work in urban centres. As we prepare for the future of work and its potential changes, cities play an important role in making decisions that will impact young people's evaluations about where they work.



JUST THE HEADLINES

EDMONTON (713.86)
Edmonton is the overall winner for urban work for youth. In all four themes, Affordability, Education, Employment and Entrepreneurship, it has a number of top 10 finishes for attributes, making it a well-balanced city for youth in urban work.

MONTREAL (708.13)
Entrepreneurship is thriving in Canada's largest Francophone city. It has the highest number of per capita applications to Futurpreneur and among the lowest base cost to get a business license.

OTTAWA (697.91)
Ottawa's biggest strengths are in the affordability and employment themes, where it finishes 1st in both affordable utilities and in basic employment.

SUDBURY (681.52)
Sudbury's performance is a tale of a split city - on the one hand, it does very well across the affordability indicators, including finishing first overall in both the cost of housing and the cost of leisure. However, elsewhere it struggles - finishing near the bottom of the pack in terms of the city's overall economic profile, as well as its appeal to young entrepreneurs.

KITCHENER/WATERLOO (665.63)
Kitchener/Waterloo finishes 2nd overall in affordability, scoring in the top 3 of the majority of the attributes in that theme.

HAMILTON (655.40)
Hamilton does well across the majority of the affordability attributes, finishing 5th overall in the theme.

QUEBEC CITY (645.90)
Quebec City's greatest strength comes from Education where it has among both the lowest post-secondary tuition costs, and the lowest average student debt rates. These help it rank third overall in the education theme.

MISSISSAUGA (641.81)
Youth who want to set roots in Mississauga are in luck: the highest overall per capita online job opportunities means the prospect of finding meaningful employment is better in Mississauga than anywhere else!

VICTORIA (635.37)
Victoria's appeal is solidified by being among the cities with the lowest average student debt (2nd) and the lowest tuition cost (7th), as well as having the best performance in year-over-year change in youth full-time jobs as a per cent of total jobs.

TORONTO (622.60)
While the provincial capital does poorly in terms of affordability, it excels in entrepreneurship, finishing on top in entrepreneurial spirit (1st) and entrepreneurial space (1st). It has similarly high finishes in career employment (2nd) and economic profile of the city (2nd).

ST. JOHN'S (620.34)
St. John's appeal in terms of education is unmatched! It finishes with the lowest overall average tuition cost, the lowest average student debt, and the highest secondary school graduation rate.

MONCTON (614.50)
Moncton has the highest per capita number of universities and colleges. Pair this with some of the lowest average rents (4th) and the city shines as an appealing city for would-be post-secondary students.

CALGARY (600.69)
Calgary's strong suit is affordability, finishing in the top 10 in cost of utilities, leisure, clothing, transport and education. Elsewhere, the city shows decent support for entrepreneurs, with a 7th place finish in our entrepreneurial spirit attribute.

KELOWNA (583.77)
Positioning itself as an attractive locality for self-starters, Kelowna's 7th place overall finish in the entrepreneurship theme is arrived at through its low business license fees and its lack of minimum age to start a business.

VANCOUVER (571.00)
Although it does poorly in affordability, Vancouver excels in employment, offering dozens of dedicated youth employment programs for youth and having among the highest number of new jobs over 2017.

OSHAWA (560.77)
Factoring in the relatively high minimum wage in Ontario, Oshawa/Durham finds itself at the top of the affordability theme, with low monthly rent, price of internet and cell phone costs, all when normalized against an hour of minimum wage labour.

YELLOWKNIFE (555.35)
Yellowknife is innovative, with strong results in all the entrepreneurship categories and one of the best government environments for nurturing innovation. It also has the highest rate of youth full-time employment in our index.

CHARLOTTETOWN (541.73)
Charlottetown may be the place to hatch your next entrepreneurial idea. With six incubators, the city has the highest per capita number of these spaces overall.

SASKATOON (540.73)
Saskatoon is positioned well to attract young professionals and entrepreneurs. Its youth unemployment rate fell by 3.10%, the second best improvement on this year-over-year rate across the country. Saskatoon has 10 co-working spaces and 5 incubators, making it the third best place for entrepreneurial space per capita.

HALIFAX (535.73)
Halifax created 12,000 new jobs in 2018, the highest in our index, and as a result had among the best year-over-year changes in the overall unemployment rate, down 2.6%.

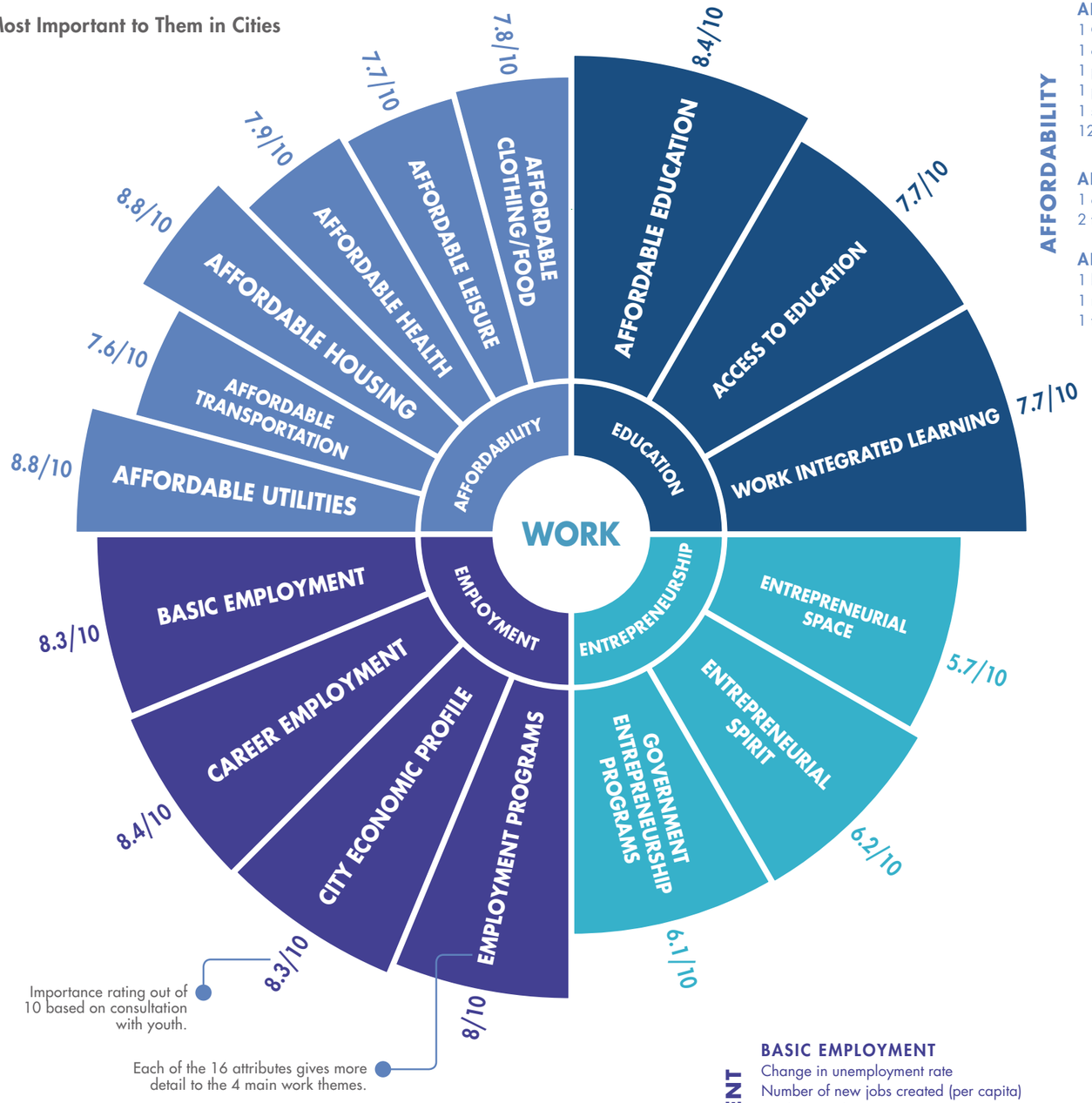
WINNIPEG (488.55)
Youth embarking on studies may find Winnipeg an affordable option. It has some of the most inexpensive tuition costs across the country, and when tied to wage is the 6th most affordable city for tuition.

THE BUILDING BLOCKS OF THE URBAN WORK INDEX

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

YouthfulCities has been ranking cities around the globe on youthfulness since 2013. Our understanding of what to measure is based on surveys with more than 30,000 youth around the world to understand what they care about in their cities. Great cities to work in comes up as one of the main themes. For youth, work is not just about generating an income. It is a more comprehensive model that includes having an affordable city to live in, having the skills and education to increase their income over time, finding a first job that delivers some experience and then the ability to parlay that experience into a more career-oriented future. For some, it is also about starting a business. Where youth choose to live can impact affordability, eduction, employment and entrepreneurship dramatically. But how does the most mobile generation of youth ever choose a great city to work in?

We have created the new Urban Work Index, ranking 21 cities across Canada. Measuring and analyzing what are the best cities for work, from the perspective of youth, is no easy task. In order to understand what elements are a priority for youth when considering their careers and futures, we consulted 170 youth across Canada about their opinions on the future of work in their cities. We developed 16 attributes of work stemming from our four themes: Affordability, Education, Employment and Entrepreneurship. For each of the attributes, we asked youth to tell us, on a scale of 1-10, how important the given attribute is for them. Then we finalized a list of 48 indicators to measure cities from work perspective for youth. For more on our methodology, see page 30.



How We Measure Work in Cities

AFFORDABILITY

AFFORDABLE CLOTHING AND FOOD
1 Combo meal in a fast food restaurant
1 cappuccino
1 pair of jeans
1 pair of sport shoes
1 summer dress
12 eggs

AFFORDABLE LEISURE
1 domestic beer in the supermarket
2 tickets to the movies

AFFORDABLE HEALTH
1 box of 32 tampons
1 month gym membership
1 tube of toothpaste

AFFORDABLE HOUSING
1 bedroom apartment rent (monthly)

AFFORDABLE TRANSPORT
1 litre of gasoline
New driver's license fee
1 monthly public transportation pass
Taxi standing rate

AFFORDABLE UTILITIES
1G data cellphone plan (monthly)
8 Mbps internet (monthly)
1 bedroom apartment utilities (monthly)

EDUCATION

ACCESS TO EDUCATION
Full-time undergrad enrollment
Indigenous education scale
Post-secondary institutions per capita
Secondary school graduation rate

AFFORDABLE EDUCATION
Average undergraduate student debt
Average tuition cost (provincial)

WORK INTEGRATED LEARNING
Local federally funded summer student jobs
Robustness of career department and job fair
Summer student unemployment rate

ENTREPRENEURSHIP

ENTREPRENEURIAL SPACE
Average cost of coworking space (per capita)
Number of coworking spaces (per capita & count)
Number of entrepreneurship incubators (per capita & count)

ENTREPRENEURIAL SPIRIT
Number of applications to Futurpreneur (per capita & count)
Number of entrepreneurial conferences within the city (per capita & count)
Number of entrepreneurial meetups (per capita & count)

GOVERNMENT ATTITUDE TO ENTREPRENEURSHIP
Age at which you can register a business
Amount it costs to get a business license

EMPLOYMENT

BASIC EMPLOYMENT
Change in unemployment rate
Number of new jobs created (per capita)
Youth unemployment rate

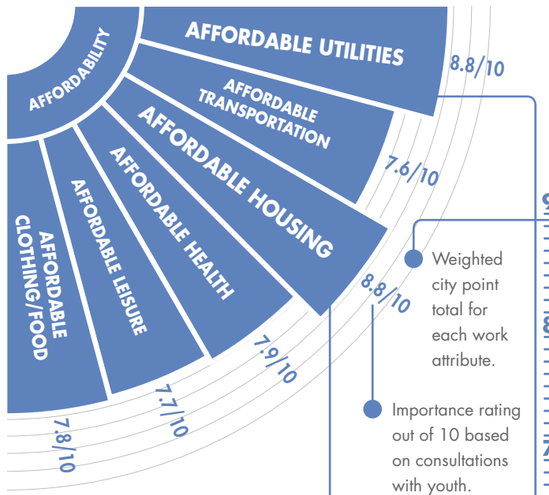
CAREER EMPLOYMENT
Average salary range for available jobs from Indeed and Eluta
Change in youth full-time jobs as % of total
Number of career-oriented entry-level jobs from Indeed and Eluta (per capita)
Youth full-time jobs as % of total employment

CITY ECONOMIC PROFILE
National Occupation Clusters (NOC) profile and possible automation impact
GINI coefficient - income disparity (provincial)
Gender parity across average salary based on NOC

EMPLOYMENT PROGRAMS
Employment initiatives and programs scale
Youth employment centres (per capita & count)

OVERALL INDEX RESULTS

Affordability Theme

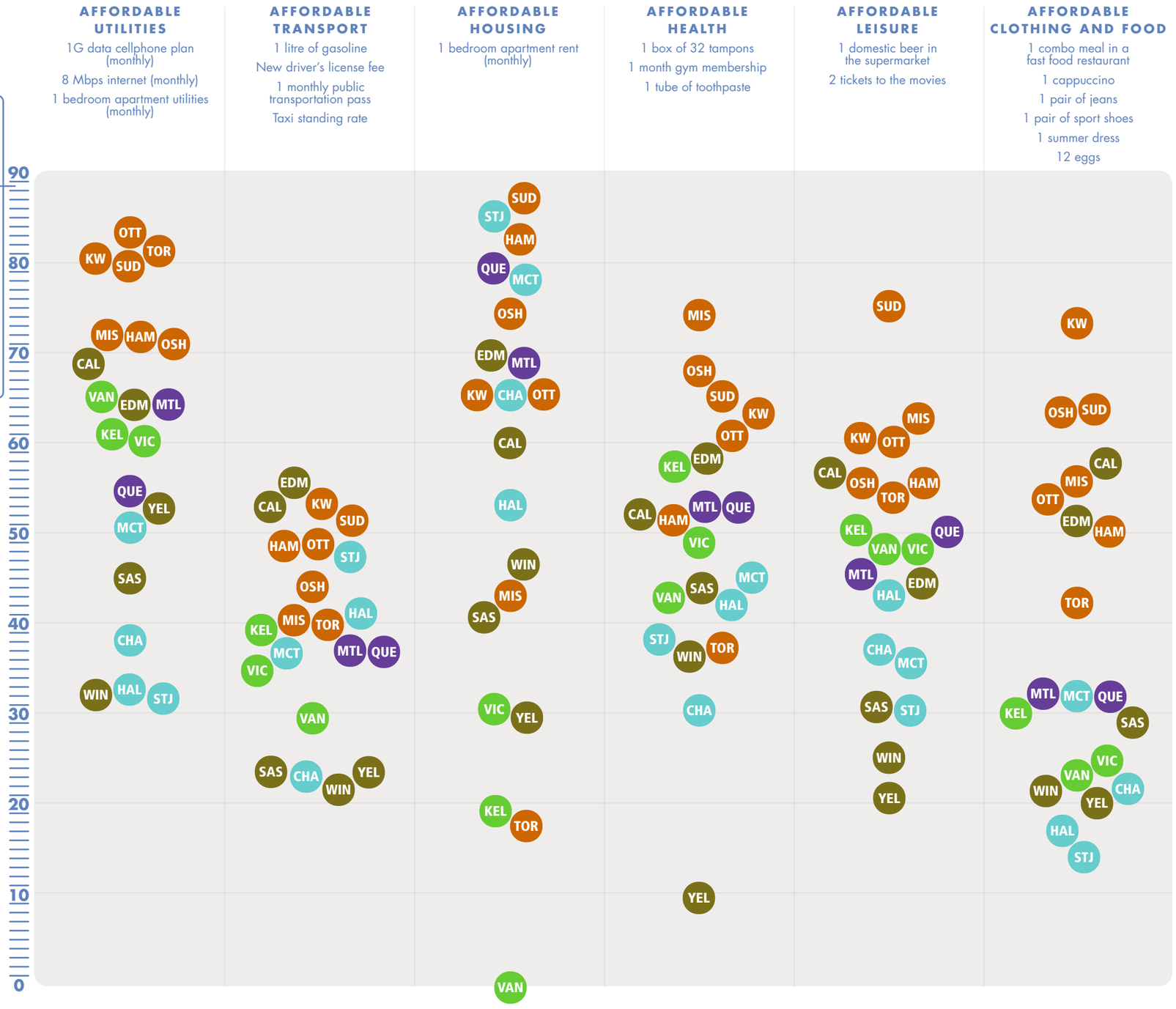


Weighted city point total for each work attribute.

Importance rating out of 10 based on consultations with youth.

For youth, Affordable Housing and Utilities were the two most important elements of Affordability, which on average they gave a score of 8.8/10.

The affordability theme captures the economic foothold youth have in their city. For youth, affordability is crucially linked to work as it impacts youth's ability to live and grow in their city, as well as drives the need for wages. Work and affordability have a dynamic interplay, as cost of living and wages can be determining factors for youth when choosing where to live. Affordability has been measured holistically, representing common costs for youth to live in their cities. More specifically, affordability represents measures of affordable housing, utilities, food, health, clothing and leisure, and transport.



Overall Affordability Ranking

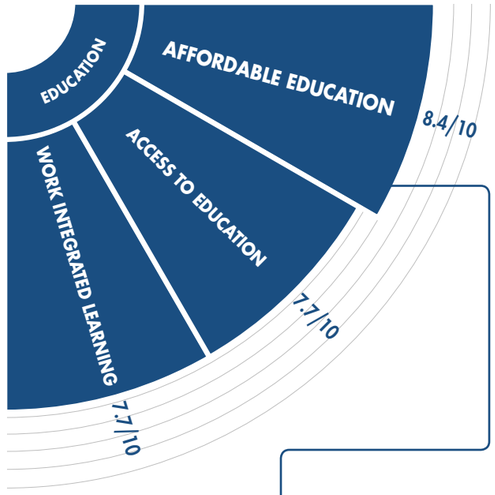
	Points
1 SUDBURY (SUD)	428.29
2 KITCHENER/WATERLOO (KW)	402.11
3 OSHAWA (OSH)	382.04
4 OTTAWA (OTT)	378.03
5 HAMILTON (HAM)	371.79
6 MISSISSAUGA (MIS)	353.71
7 CALGARY (CAL)	353.18
8 EDMONTON (EDM)	349.46
9 QUEBEC CITY (QUE)	310.85
10 MONTREAL (MTL)	305.77
11 MONCTON (MCT)	283.08
12 TORONTO (TOR)	277.10
13 KELOWNA (KEL)	265.44
14 VICTORIA (VIC)	252.29
15 ST. JOHN'S (STJ)	251.77
16 HALIFAX (HAL)	233.84
17 CHARLOTTETOWN (CHA)	219.53
18 SASKATOON (SAS)	217.24
19 VANCOUVER (VAN)	212.99
20 WINNIPEG (WIN)	187.08
21 YELLOWKNIFE (YEL)	159.67

Regional Legend

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

OVERALL INDEX RESULTS

Education Theme



Affordable Education is the most important element for youth that we surveyed on education. When asked, they ranked Affordable Education, on average, an importance of 8.4/10.

The education theme is organized to capture the transition from education to work that is common for Canadian youth. It measures secondary and post-secondary participation as well as indicators that capture the work experience youth typically engage in during their studies. As post-secondary education plays an increasingly important role for young workers for even entry-level work, it is important to capture how education sets youth up for their careers.

AFFORDABLE EDUCATION
Average undergraduate student debt
Average tuition cost (provincial)

ACCESS TO EDUCATION
Full-time undergrad enrollment
Indigenous education scale
Post-secondary institutions per capita
Secondary school graduation rate

WORK INTEGRATED LEARNING
Local federally funded summer student jobs
Robustness of career departments and job fairs
Summer student unemployment rate

Overall Education Ranking

	Points
1 ST. JOHN'S (STJ)	173.27
2 VICTORIA (VIC)	145.33
3 QUEBEC CITY (QUE)	130.58
4 MONTREAL (MTL)	125.03
5 WINNIPEG (WIN)	122.21
6 VANCOUVER (VAN)	120.20
7 OTTAWA (OTT)	113.65
8 EDMONTON (EDM)	113.45
9 KELOWNA (KEL)	113.32
10 YELLOWKNIFE (YK)	112.01
11 MONCTON (MCT)	104.75
12 SUDBURY (SUD)	100.78
13 TORONTO (TOR)	94.17
14 CALGARY (CAL)	92.06
15 KITCHENER/WATERLOO (KW)	91.73
16 HAMILTON (HAM)	89.19
17 CHARLOTTETOWN (CHA)	81.89
18 SASKATOON (SAS)	76.92
19 OSHAWA (OSH)	75.52
20 MISSISSAUGA (MIS)	74.86
21 HALIFAX (HAL)	69.60

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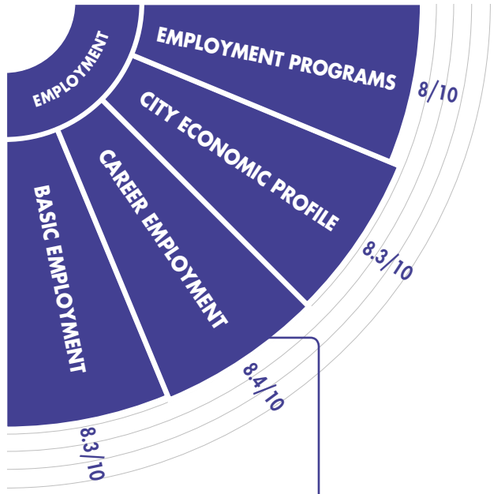
OVERALL INDEX RESULTS

Employment Theme



While it was close for all the attributes in this theme, Career Employment was the most important for youth, with an average score of 8.4/10.

While employment is often captured in measures of unemployment, this theme measures the various elements at play to better understand youth's experience with employment. The Employment theme looks at the range of basic to career employment, employment programs as well as the economic profile of cities to measure which cities are offering diverse and rich employment opportunities for youth in Canada.

EMPLOYMENT PROGRAMS

Employment initiatives and programs scale

Youth employment centres (per capita & count)

CITY ECONOMIC PROFILE

National Occupation Classification (NOC) profile and possible automation impact

GINI coefficient - income disparity (provincial)

Gender parity across average salary based on NOC

CAREER EMPLOYMENT

Average salary range for available jobs from Indeed and Eluta

Change in youth full-time jobs as % of total

Number of career-oriented entry-level jobs from Indeed and Eluta (per capita)

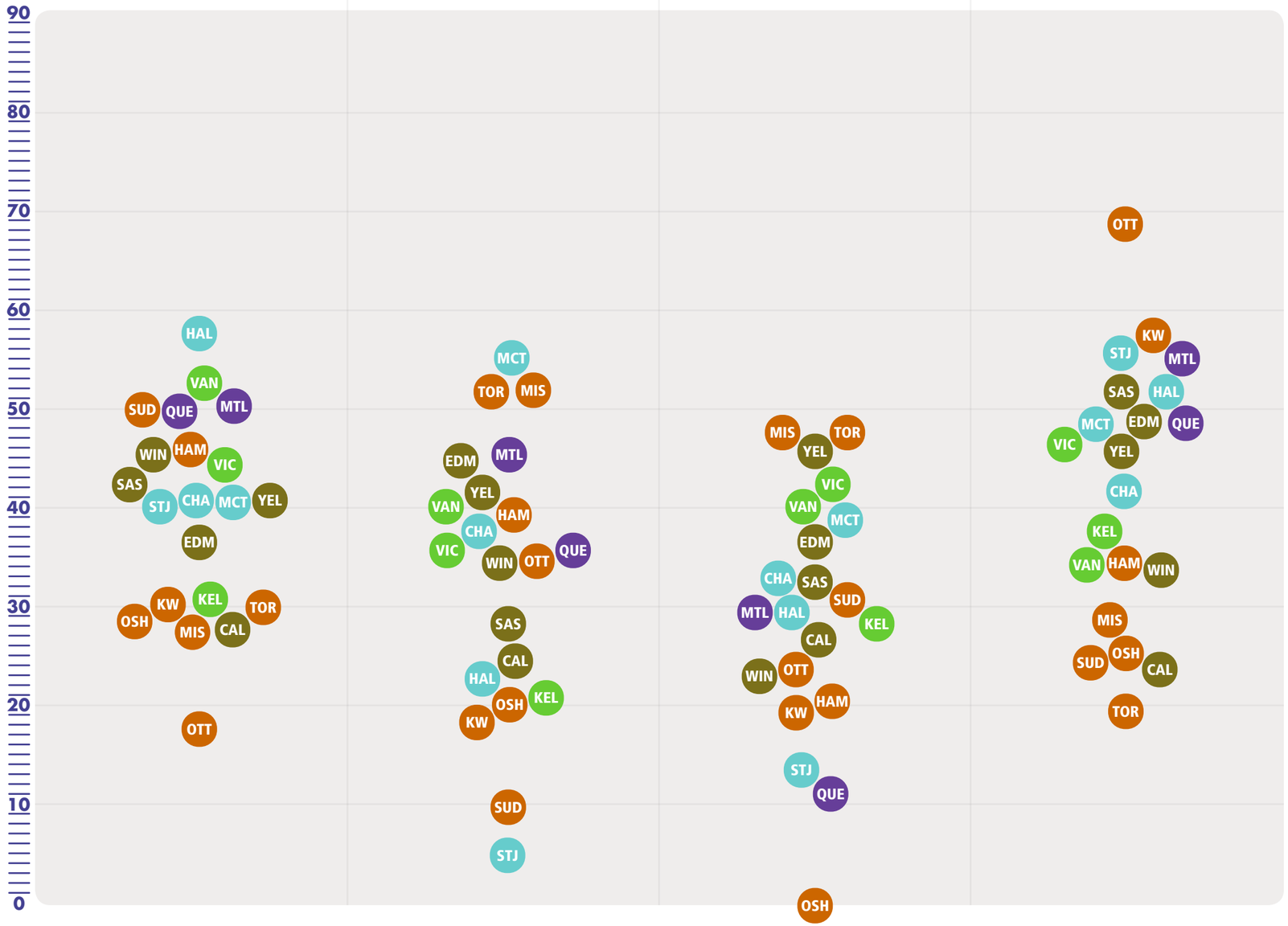
Youth full-time jobs as % of total employment

BASIC EMPLOYMENT

Change in unemployment rate

Number of new jobs created (per capita)

Youth unemployment rate



Overall Employment Ranking

	Points
1 MONTREAL (MTL)	181.53
2 YELLOWKNIFE (YK)	172.92
3 VICTORIA (VIC)	169.40
4 VANCOUVER (VAN)	167.51
5 HALIFAX (HFX)	160.35
6 EDMONTON (EDM)	158.27
7 MONCTON (MCN)	156.02
8 MISSISSAUGA (MIS)	154.41
9 SASKATOON (SAS)	153.81
10 CHARLOTTETOWN (CHA)	152.12
11 TORONTO (TOR)	148.03
12 QUEBEC CITY (QUE)	145.70
13 OTTAWA (OTT)	144.02
14 HAMILTON (HAM)	139.91
15 WINNIPEG (WPG)	136.24
16 KITCHENER/WATERLOO (KW)	126.44
17 KELOWNA (KEL)	117.55
18 SUDBURY (SUD)	115.69
19 ST. JOHN'S (STJ)	114.19
20 CALGARY (CAL)	102.27
21 OSHAWA (OSH)	73.75

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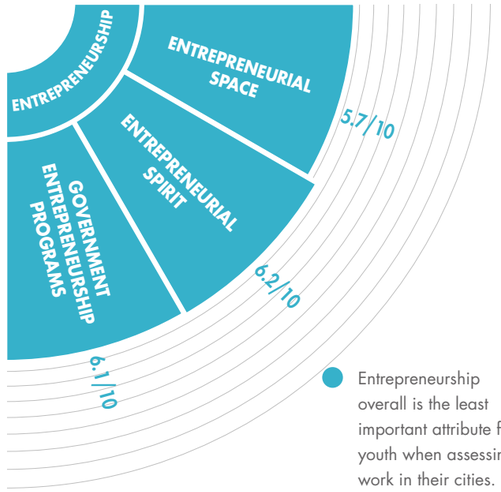
OVERALL INDEX RESULTS

Entrepreneurship Theme



Entrepreneurship overall is the least important attribute for youth when assessing work in their cities.

The entrepreneurship theme is designed to capture elements of entrepreneurship for youth in their cities. Within entrepreneurship, we examined entrepreneurial space, entrepreneurial spirit and government entrepreneurship programs. This is designed to capture the various elements at play, including services that can foster entrepreneurship, government support and measures of activity. When looking at the future of work, entrepreneurship is often perceived as an important element of work. Surprisingly, entrepreneurship attributes were among the least important attributes for youth when considering work in cities. However, it is still an important theme to capture when analyzing work, particularly for young people.

17

18

Overall Entrepreneurship Ranking

	Points
1 YELLOWKNIFE (YK)	110.75
2 TORONTO (TOR)	103.31
3 MONTREAL (MTL)	95.80
4 SASKATOON (SAS)	92.76
5 EDMONTON (EDM)	92.68
6 CHARLOTTETOWN (CHA)	88.20
7 KELOWNA (KEL)	87.46
8 ST. JOHN'S (STJ)	81.11
9 HALIFAX (HAL)	71.94
10 MONCTON (MCN)	70.65
11 VANCOUVER (VAN)	70.29
12 VICTORIA (VIC)	68.34
13 OTTAWA (OTT)	62.22
14 MISSISSAUGA (MIS)	58.84
15 QUEBEC CITY (QUE)	58.77
16 HAMILTON (HAM)	54.51
17 CALGARY (CAL)	53.19
18 KITCHENER/WATERLOO (KW)	45.35
19 WINNIPEG (WPG)	43.02
20 SUDBURY (SUD)	36.76
21 OSHAWA (OSH)	29.47

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MEET OUR URBAN DECODERS

Urban Decoders are our team of local researchers. Our amazing team brings together urban insights from our 21 Canadian cities.

ANIKA SEHGAL
CALGARY

Anika is an Industrial and Organizational Psychologist.

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.

JACQUI SCAMAN
CHARLOTTETOWN

Jacqui grew up in Southern Ontario. After studying business at the University of Guelph she spent a few years traveling 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.

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.

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.

MICHELLE SAYLES
HAMILTON

Michelle is a recent MA graduate of McMaster University's Globalization Studies program, with a background in arts activism and community organizing. She has worked to support campaigns around affordable housing and migrant justice, and uses her artwork to educate and inspire change around social issues.

MARLA KONKIN
KELOWNA

Originally from Grand Forks, BC, Marla moved to Kelowna for school where she completed her degree in Biochemistry at UBC Okanagan. Her interests include volunteering, traveling, kick-boxing, biking and taking in the many wines and stunning views of the Okanagan.

CAMILA GORDILO
MONTREAL, MONCTON

As a born and raised Montrealer, doing research about her city has made Camila see it through different and interesting lenses. Curious by nature and mostly trained in social and environmental sciences, she's fascinated by learning and doing education and research work.

SYDNEY ATWOOD
KITCHENER/WATERLOO

Sydney lives in Kitchener and completed both her BA (University of Waterloo) and MSW (Wilfrid Laurier University) in KW. She has a lot of experience working in the non-profit sector and is currently focused on engaging youth in volunteerism and meaningful community involvement. She is passionate about community engagement and creating an inclusive Waterloo Region.

DECLAN MCDERMOTT
OTTAWA

Declan has worked as a research analyst for the Ministry of Community and Social Services doing research on improving arrears management for Ontario's child support program. He has a background in social work, and has participated in research on the effectiveness and limitations of Housing First interventions towards homelessness.

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!

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CONSTANCE BASSOULS
QUEBEC CITY

Constance is passionate about social innovation and social change.

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.

MEGAN MCDONALD
SASKATOON

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

ELY DESANDOLI
TORONTO

Ely is a recent graduate from McGill University where she studied both sociology and urban geography. In the years to come, Ely hopes to work in urban or transportation planning where she can realize her passions for city organization and spatial community building.

KRISTA MCGONIGLE
ST. JOHN'S

Although originally from Northern NL, Krista has lived in the province's capital of St. John's for more than four years. During her time in St. John's, she has 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 town 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.

OLUWAFEMI BAMIKOLE
WINNIPEG

Oluwafemi holds two Master's degrees in economics, one from the University of the West Indies and the other from the University of Manitoba. He specialized in labour economics, health economics, financial economics and industrial organization.

OUR INDEX METHODOLOGY

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

OUR METHODOLOGY IS MADE UP OF FOUR 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 20 Urban Attributes for our comprehensive index. For the present index, we've zeroed in on the work theme, and have asked more than 170 Canadian youth to identify their priorities across 16 work-specific attributes specially designed for this report.

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 Urban Work Index is a database of 21 Canadian cities that measures, compares and ranks the cities in our Index across 16 Work Attributes using a total of 48 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. Once all data is normalized, the cities in the Urban Work Index are ranked using a scoring system that takes the normalized data from each of the 48 indicators and translates every data point into weighted scores. Overall scores are created from summing the average of the indicator scores across each Work Attribute.

futurpreneur canada

We would like to thank Futurpreneur for the use of application data in the Entrepreneurial Spirit indicators.

The database for our Urban Work Index contains 21 cities, with data on 48 indicators across 16 work attributes, totaling 1,029 points of 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, entrepreneurship is more important to youth than entrepreneurship so the index scores reflect this through 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 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 have used provincial/territorial averages when data at the CMA level does not exist.

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 121 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 linearly scaled into points from 0 to 100 where the best score becomes 100 points and the worst score becomes 0 points:
  - 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.
- 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 2014 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 Transit Attribute is made up of 8 indicators. Each city gets a score for each indicator in the Transit Attribute. The average of these 10 indicator scores makes up the Attribute score. All 20 Attribute scores are summed in order to determine a city's overall score and rank.

Inputed data

While reliable, robust and defensible data is available for the overwhelming majority of our indicators across all 21 cities, in an extreme minority of cases (<2%) reliable data simply does not exist. Where data does not exist, we take a national average in order to assign a score. Obtaining reliable and comparable data for the 21 cities is the most difficult part of the YouthfulCities Index process. We want to be as representative as possible in the data that we employ. If you feel you have a better way of measuring cities from a youth perspective, we want to hear from you!

THE CITIES IN OUR 2019 YOUTHFUCITIES URBAN WORK INDEX

CITY	POPULATION (2017)	MINIMUM WAGE (Nov. 2018)
Calgary, Alberta	1,239,220	$15.00
Charlottetown, PEI*	69,235	$11.55
Oshawa, Ontario*	645,862	$14.00
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
Mississauga, Ontario*	721,599	$14.00
Moncton, New Brunswick	71,889	$11.25
Montreal, Quebec	1,704,694	$12.00
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?

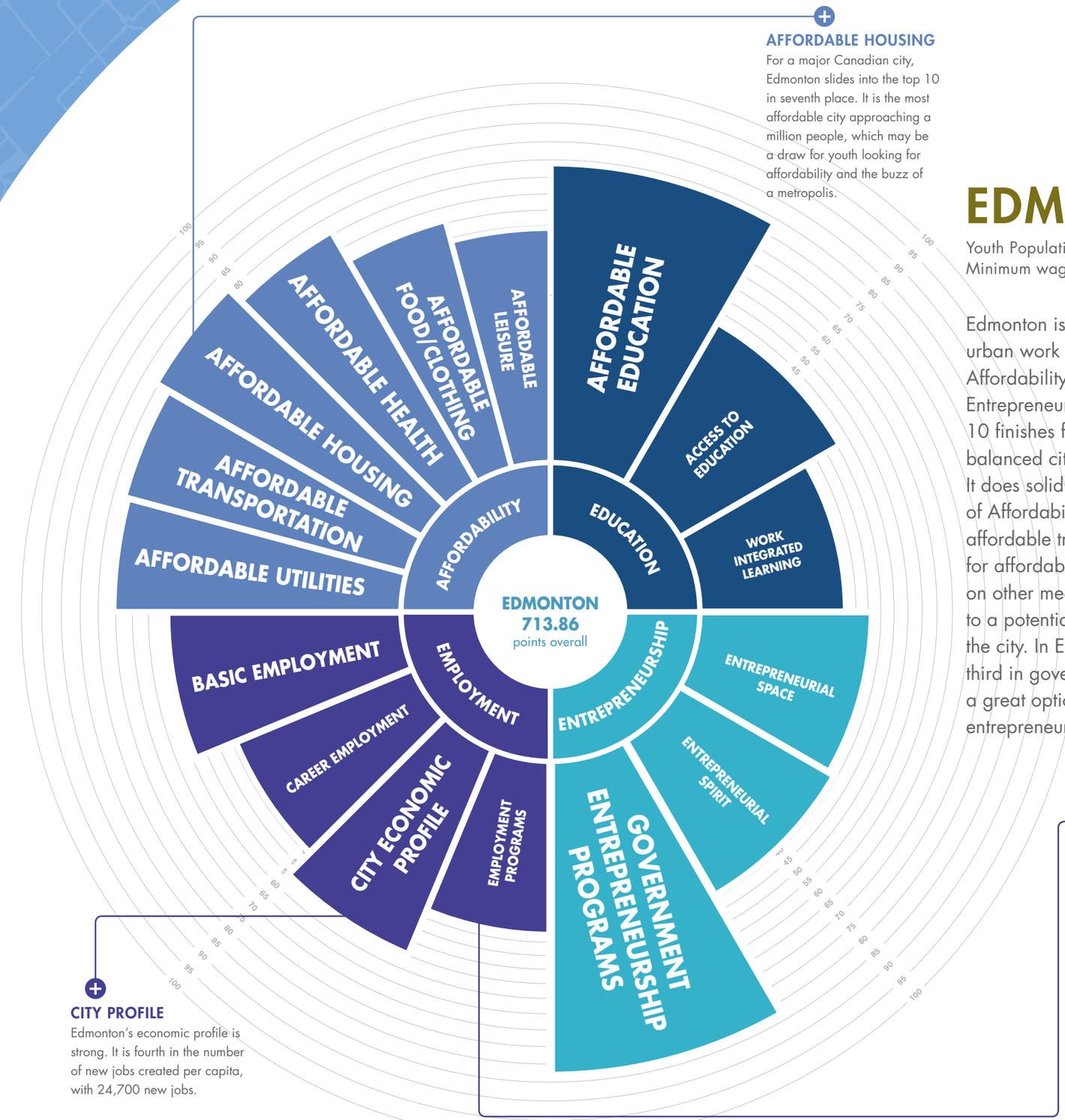
Our 2019 Urban Work Index, which the present report is focused on, consists of 21 cities, and brings 7 brand new Canadian cities into our research. To date, we've measured, ranked and indexed 79 cities around the globe.

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 1310 points.



AFFORDABLE HOUSING
For a major Canadian city, Edmonton slides into the top 10 in seventh place. It is the most affordable city approaching a million people, which may be a draw for youth looking for affordability and the buzz of a metropolis.

CITY PROFILE
Edmonton's economic profile is strong. It is fourth in the number of new jobs created per capita, with 24,700 new jobs.

EMPLOYMENT PROGRAMS
Edmonton's worst score was in youth-focused employment programs. It has only three youth-focused employment programs, despite a fairly high youth unemployment rate.

#1 OF 21 CITIES

EDMONTON

Youth Population: 21.50%
Minimum wage as of November 2018: $15.00

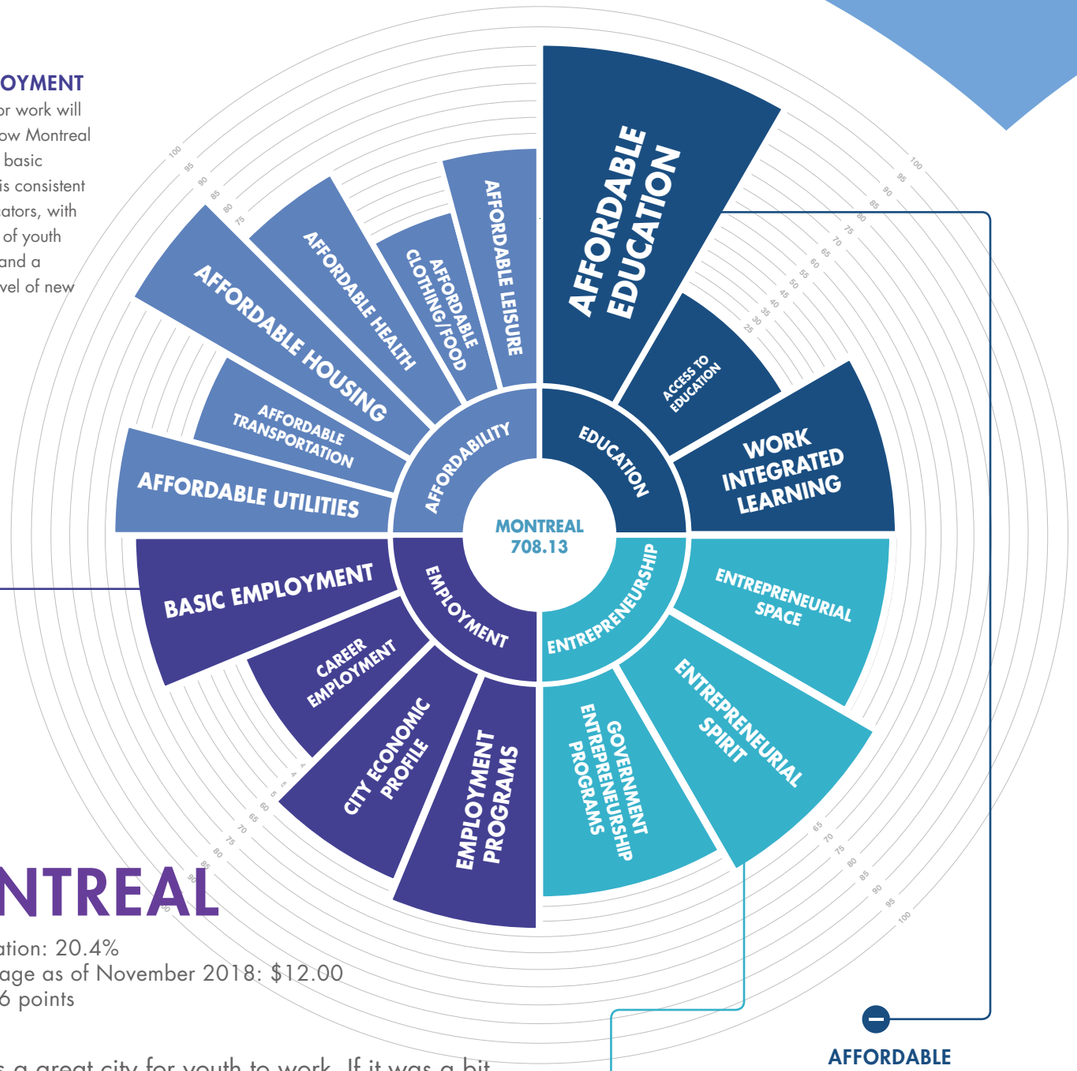
Edmonton is the overall winner for urban work for youth. In all four themes, Affordability, Education, Employment and Entrepreneurship, it has a number of top 10 finishes for attributes, making it a well-balanced city for youth in urban work. It does solidly on a number of measures of Affordability, including winning most affordable transport. It comes in fourth for affordable education but scores low on other measures of education, pointing to a potential area of improvement for the city. In Entrepreneurship, it takes third in government attitudes, making it a great option for youth looking for an entrepreneurial environment.

#2 OF 21 CITIES

MONTREAL

Youth Population: 20.4%
Minimum Wage as of November 2018: $12.00
Gap to #1: 6 points

Montreal is a great city for youth to work. If it was a bit more affordable in transportation, it would have been our #1 city overall. It ranked 10th overall in affordability but 13th in affordable transport. Its low cost of education (3rd) helped it to a 4th overall in that theme. It has fewer post-secondary schools per capita than other Canadian cities which landed it the second lowest ranking on access. Entrepreneurship is thriving in Canada's largest Francophone city: it ranks second in entrepreneurial spirit. Its first place rank in Employment is driven by a strong economic profile and in basic employment. Montreal just needs to convert more jobs into full-time ones to further its lead.



BASIC EMPLOYMENT
Youth looking for work will be happy to know Montreal comes in 4th in basic employment. It is consistent across the indicators, with a medium level of youth unemployment and a medium high level of new job creation.

ENTREPRENEURIAL SPIRIT
Montreal's entrepreneurial spirit shines through. It ranks 2nd and has the highest total number of applicants to Futurpreneur.

AFFORDABLE EDUCATION
Montreal can improve its access to education. It was at the bottom of the pack in both indigenous education scale and secondary school graduation rate.

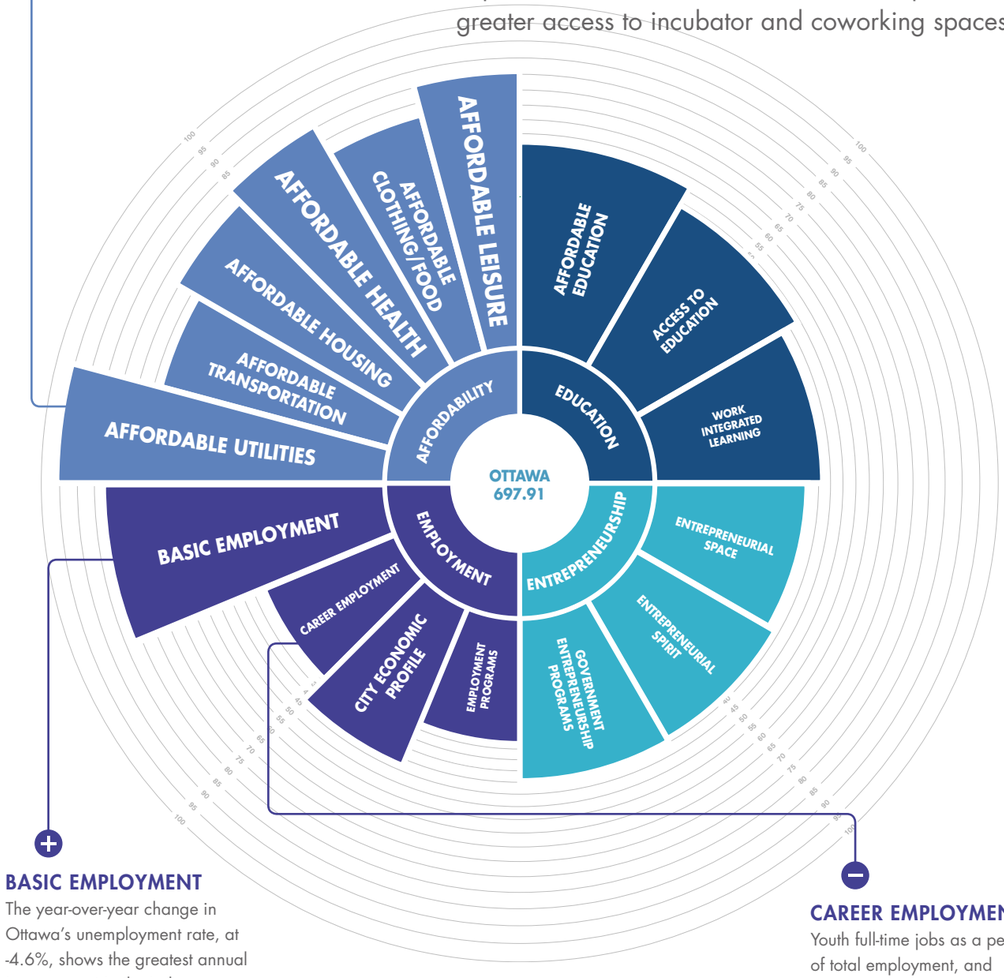
#3 OF 21 CITIES

OTTAWA

Youth Population: 21%
Minimum wage as of November 2018: $14.00

Gap to #1: 16 points

Ottawa's biggest strengths are in the affordability and employment themes, where it finishes 1st in both affordable utilities and in basic employment. Just steps out of 1st place overall, the nation's capital would see a higher finish through improvements in its infrastructure for entrepreneurs, including greater access to incubator and coworking spaces.



AFFORDABLE UTILITIES
Ottawa has the cheapest combination of hydro, cell phone and internet utilities pricing, based on minimum wage.

BASIC EMPLOYMENT
The year-over-year change in Ottawa's unemployment rate, at -4.6%, shows the greatest annual improvement in the index.

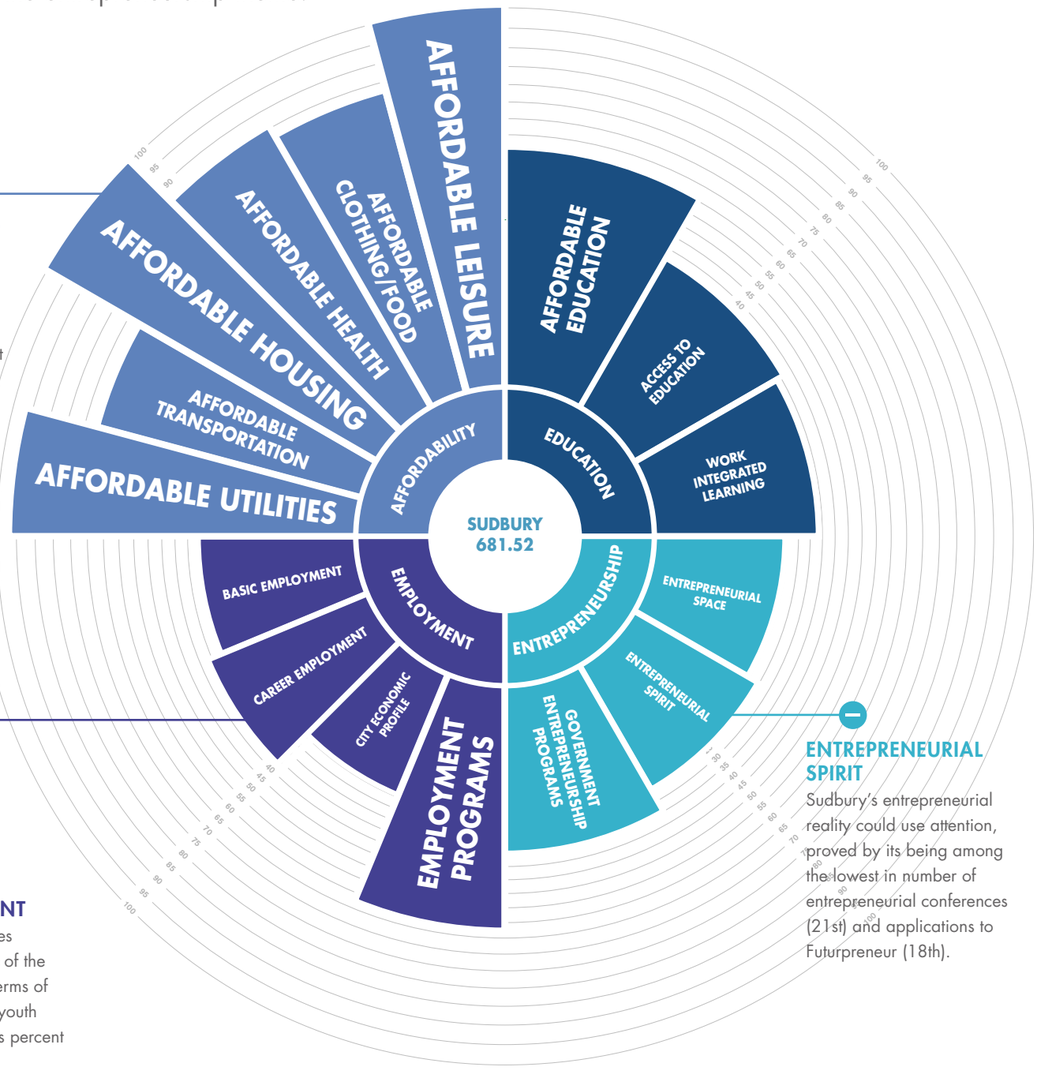
CAREER EMPLOYMENT
Youth full-time jobs as a percent of total employment, and annual change in full time jobs are both among the lowest in the index.

#4 OF 21 CITIES

SUDBURY

Youth Population: 19.8%
Minimum wage as of November 2018: $14.00
Gap to #1: 32 points

Sudbury's performance is a tale of a split city - on the one hand, it does very well across the affordability indicators, including finishing first overall in both the cost of housing and the cost of leisure. However, elsewhere it struggles - finishing near the bottom of the pack in terms of the city's overall economic profile, as well as its Employment attributes. Finally, entrepreneurs take note: there's a niche to be filled, as the city finishes at the bottom of each attribute in the entrepreneurship theme.



AFFORDABLE HOUSING
Sudbury wins the affordability theme, finishing with the cheapest overall monthly rent and among the cheapest monthly utilities.

CAREER EMPLOYMENT
Sudbury finishes among the top of the pack (5th) in terms of the change in youth full-time jobs as percent of total jobs.

ENTREPRENEURIAL SPIRIT
Sudbury's entrepreneurial reality could use attention, proved by its being among the lowest in number of entrepreneurial conferences (21st) and applications to Futurpreneur (18th).

AFFORDABLE CLOTHING
Affordability is the name of the game for Kitchener/Waterloo's high finish. It finishes in the top three of the majority of the attributes in the Affordability theme, including some of the cheapest clothing and food indicators.

BASIC EMPLOYMENT
Kitchener/Waterloo added over 13,300 new jobs in 2017, making it the 3rd highest per capita number in the index.

FULL TIME EMPLOYMENT
As a percentage of total jobs, youth full-time jobs dropped just over 3% in 2017, resulting in a 19th overall finish in this indicator for Kitchener/Waterloo.

KITCHENER/WATERLOO

Youth Population: 20%
Minimum Wage as of November 2018: $14.00
Gap to #1: 48 points

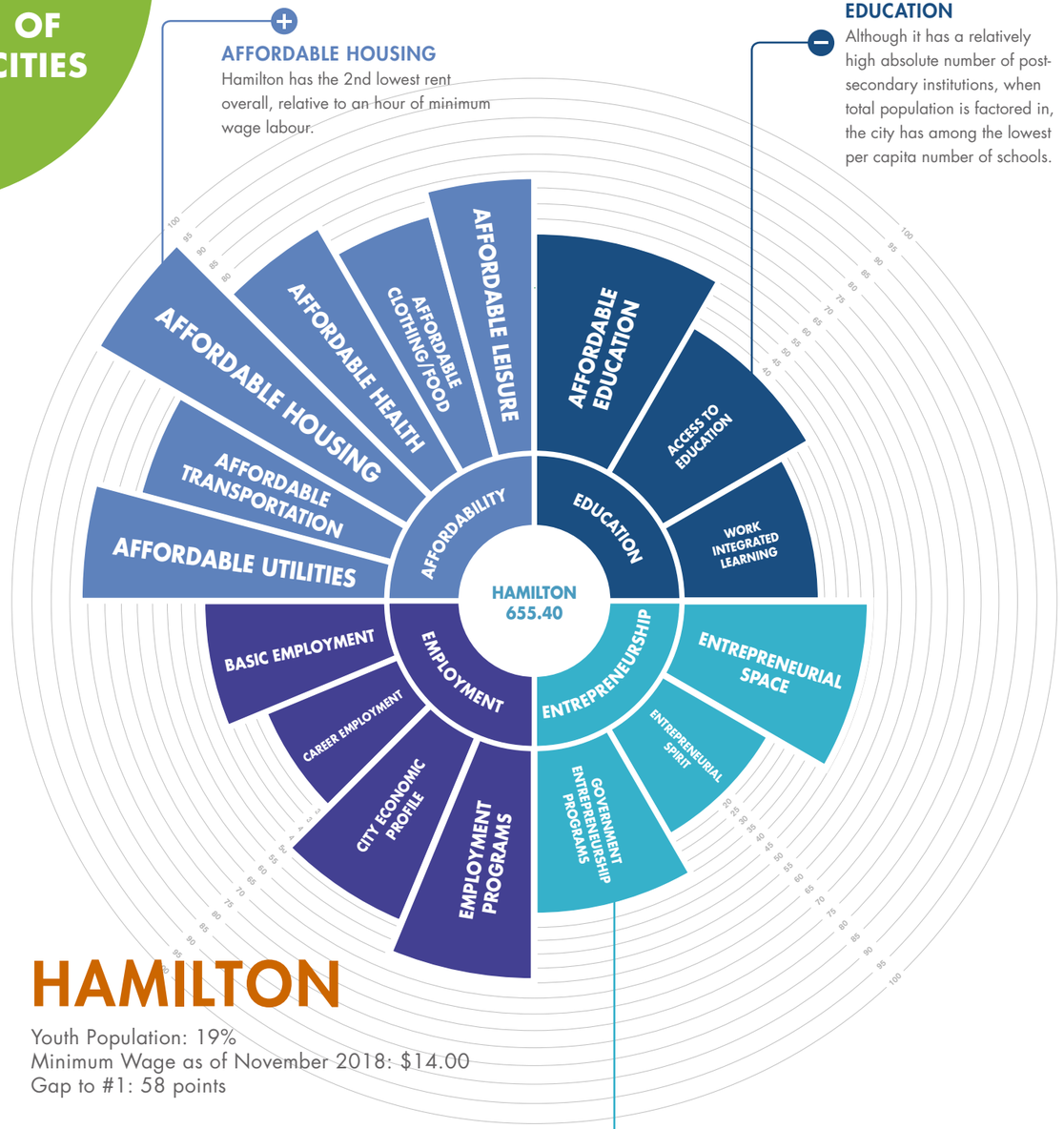
Kitchener/Waterloo finishes 2nd overall in affordability, scoring in the top 3 of the majority of the attributes in that theme. The region also bolsters high basic employment and decent affordable education totals.

#5 OF 21 CITIES

#6 OF 21 CITIES

AFFORDABLE HOUSING
Hamilton has the 2nd lowest rent overall, relative to an hour of minimum wage labour.

ACCESS TO EDUCATION
Although it has a relatively high absolute number of post-secondary institutions, when total population is factored in, the city has among the lowest per capita number of schools.



HAMILTON

Youth Population: 19%
Minimum Wage as of November 2018: $14.00
Gap to #1: 58 points

Hamilton does well across the majority of the affordability attributes, finishing 5th overall in the theme, but shows poorly in the remaining themes, where the city finds itself 14th overall for employment and 16th and 17th overall for education and entrepreneurship, respectively.

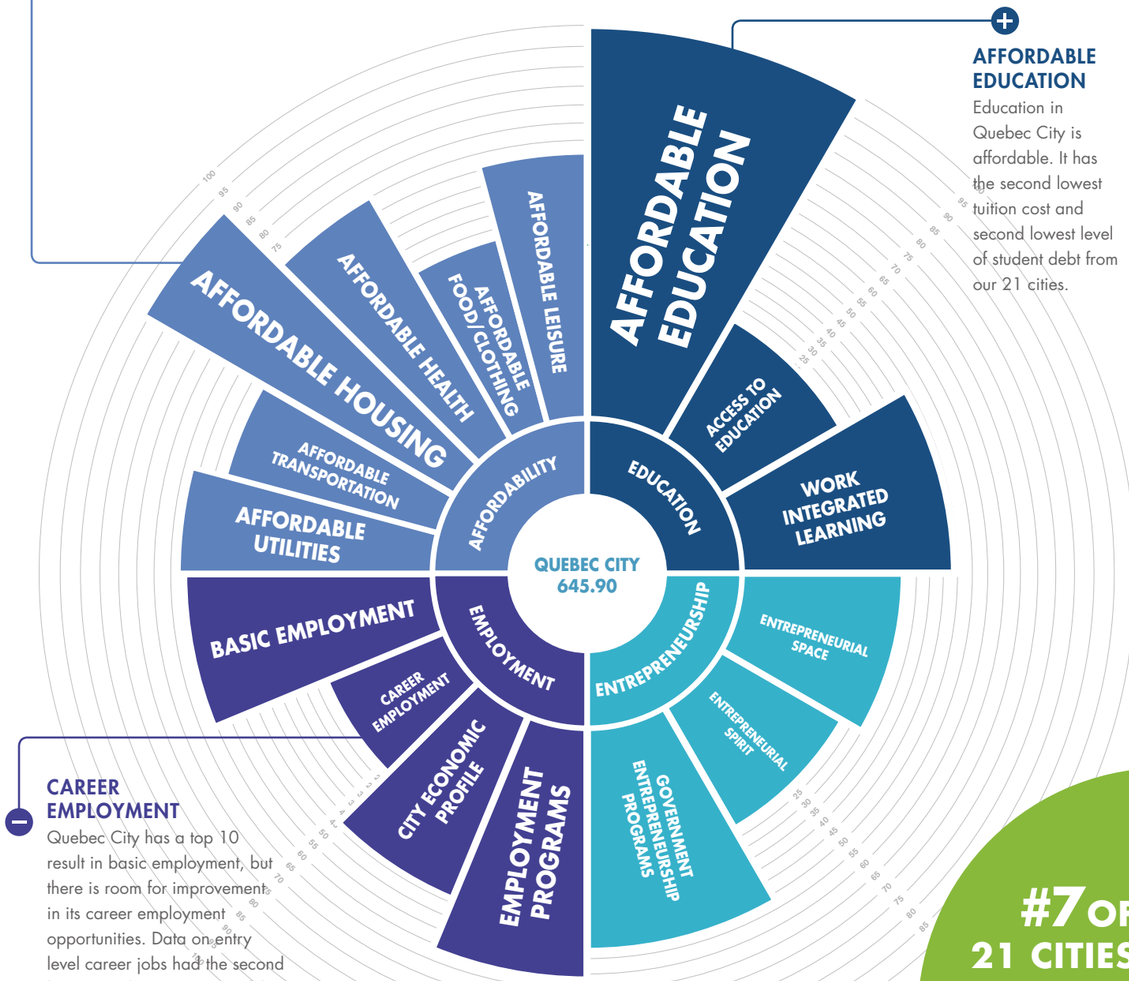
GOVERNMENT ENTREPRENEURIAL
The Golden Horseshoe city has among the lowest baseline cost for business licenses, at $60.

AFFORDABLE HOUSING
Quebec City housing affordability was high, coming in 4th. Monthly average rent is $972.

QUEBEC CITY

Youth Population: 18.60%
Minimum Wage as of November 2018: $12.00
Gap to #1: 68 points

Quebec City's real strength comes from Education where it ranks third. It has great access. Its low housing cost is tempered by a high utilities cost (14th) which contributes to an overall rank of 9th across our affordability theme. The provincial capital struggles with Entrepreneurship, ranking 15th overall but 18th in Entrepreneurial spirit. It comes middle of the pack in Employment at 12th. This is primarily driven by a very low career employment ranking where Quebec City ranked 20th. At least the city is creating jobs - ranking 7th in basic employment.



AFFORDABLE EDUCATION
Education in Quebec City is affordable. It has the second lowest tuition cost and second lowest level of student debt from our 21 cities.

CAREER EMPLOYMENT
Quebec City has a top 10 result in basic employment, but there is room for improvement in its career employment opportunities. Data on entry level career jobs had the second lowest number per capita of the 21 cities.

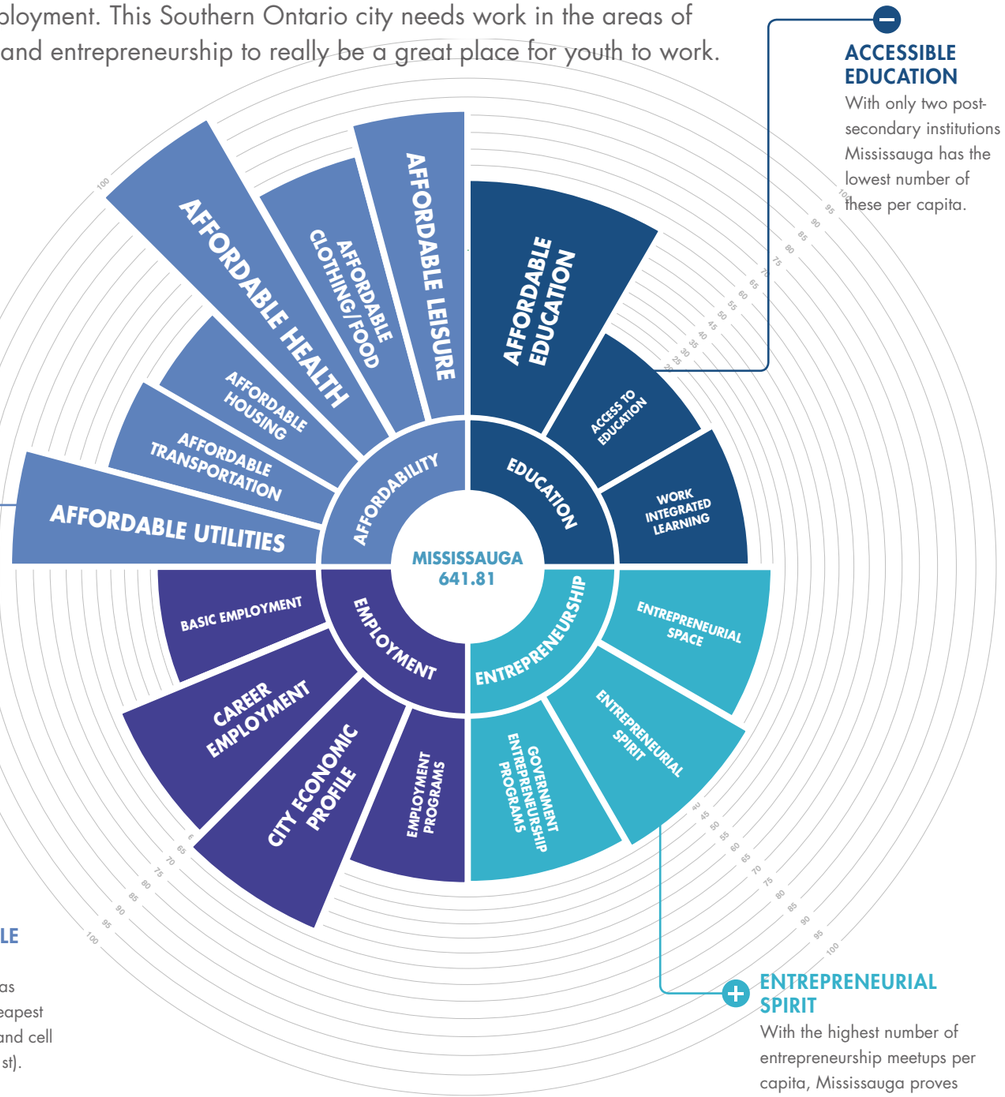
#7 OF 21 CITIES

#8 OF 21 CITIES

MISSISSAUGA

Youth Population: 21%
Minimum wage as of November 2018: $14.00
Gap to #1: 72 points

Mississauga performs well in the affordability and employment themes, finishing 6th and 8th overall, respectively. Ontario's high relative minimum wage helps the city place high in affordability, while its high number of available jobs on online job sites paints a decent picture regarding career employment. This Southern Ontario city needs work in the areas of education and entrepreneurship to really be a great place for youth to work.



ACCESSIBLE EDUCATION
With only two post-secondary institutions Mississauga has the lowest number of these per capita.

AFFORDABLE UTILITIES
Mississauga has among the cheapest internet (3rd) and cell phone rates (1st).

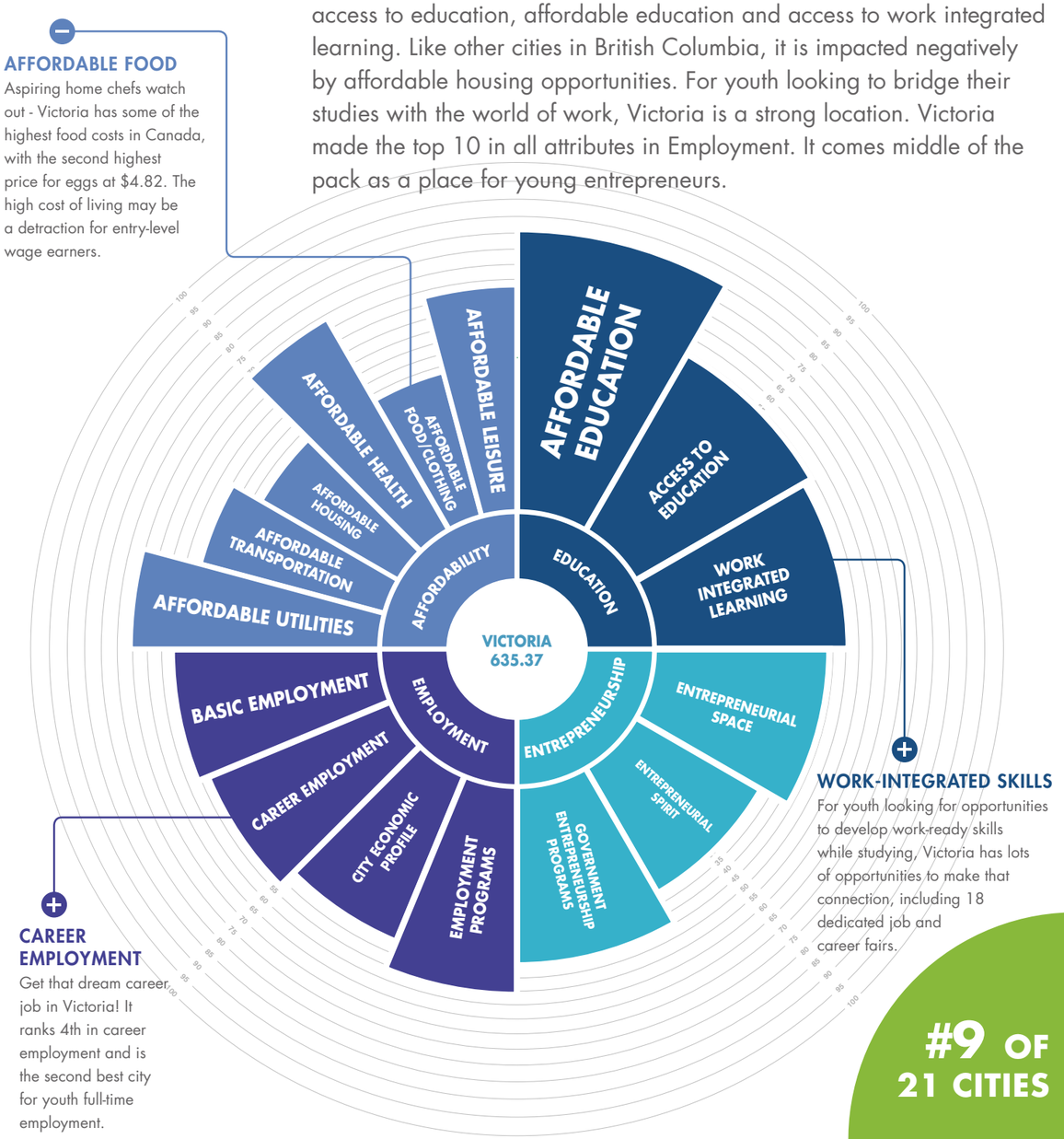
ENTREPRENEURIAL SPIRIT
With the highest number of entrepreneurship meetups per capita, Mississauga proves its appeal to existing and would-be entrepreneurs.

VICTORIA

Youth Population: 18.14%
Minimum wage as of November 2018: $12.65
Gap to #1: 78 points

Victoria excels as a place for youth to navigate the education to work transition. It comes in the top five for three of our Education attributes: access to education, affordable education and access to work integrated learning. Like other cities in British Columbia, it is impacted negatively by affordable housing opportunities. For youth looking to bridge their studies with the world of work, Victoria is a strong location. Victoria made the top 10 in all attributes in Employment. It comes middle of the pack as a place for young entrepreneurs.

AFFORDABLE FOOD
Aspiring home chefs watch out - Victoria has some of the highest food costs in Canada, with the second highest price for eggs at $4.82. The high cost of living may be a detraction for entry-level wage earners.



CAREER EMPLOYMENT
Get that dream career job in Victoria! It ranks 4th in career employment and is the second best city for youth full-time employment.

WORK-INTEGRATED SKILLS
For youth looking for opportunities to develop work-ready skills while studying, Victoria has lots of opportunities to make that connection, including 18 dedicated job and career fairs.

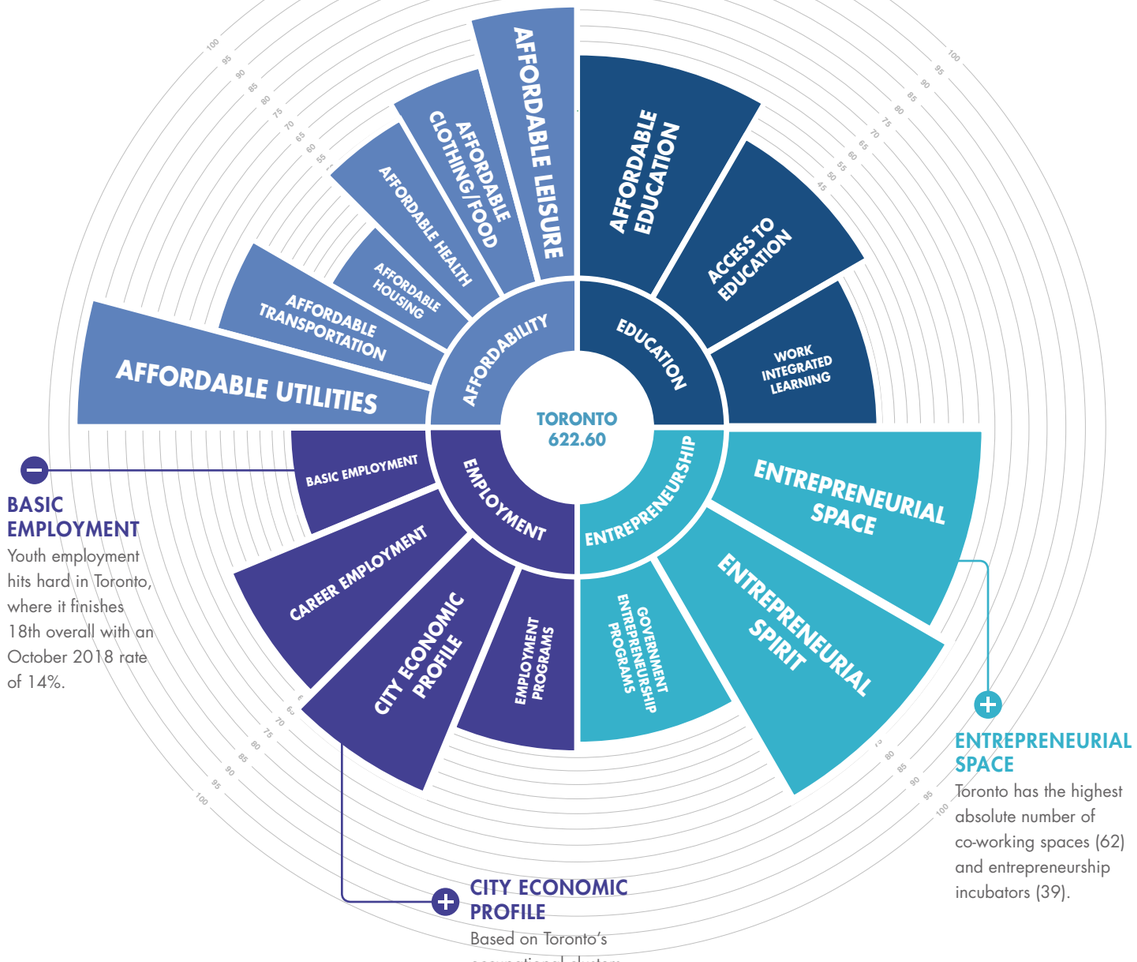
#9 OF 21 CITIES

#10 OF 21 CITIES

TORONTO

Youth Population: 18.32%
Minimum wage as of November 2018: $14.00
Gap to #1: 91 points

It's no secret that Toronto has an affordability crisis. Whereas most of the other Ontario cities excel in this theme, the provincial capital finishes 20th overall in terms of affordable housing, pulling down the city's overall finish. Elsewhere, Toronto does poorly on basic employment (21st) and affordable education (17th), but rises to the top in entrepreneurial spirit (1st), entrepreneurial space (1st), career employment (2nd) and economic profile of the city (2nd).



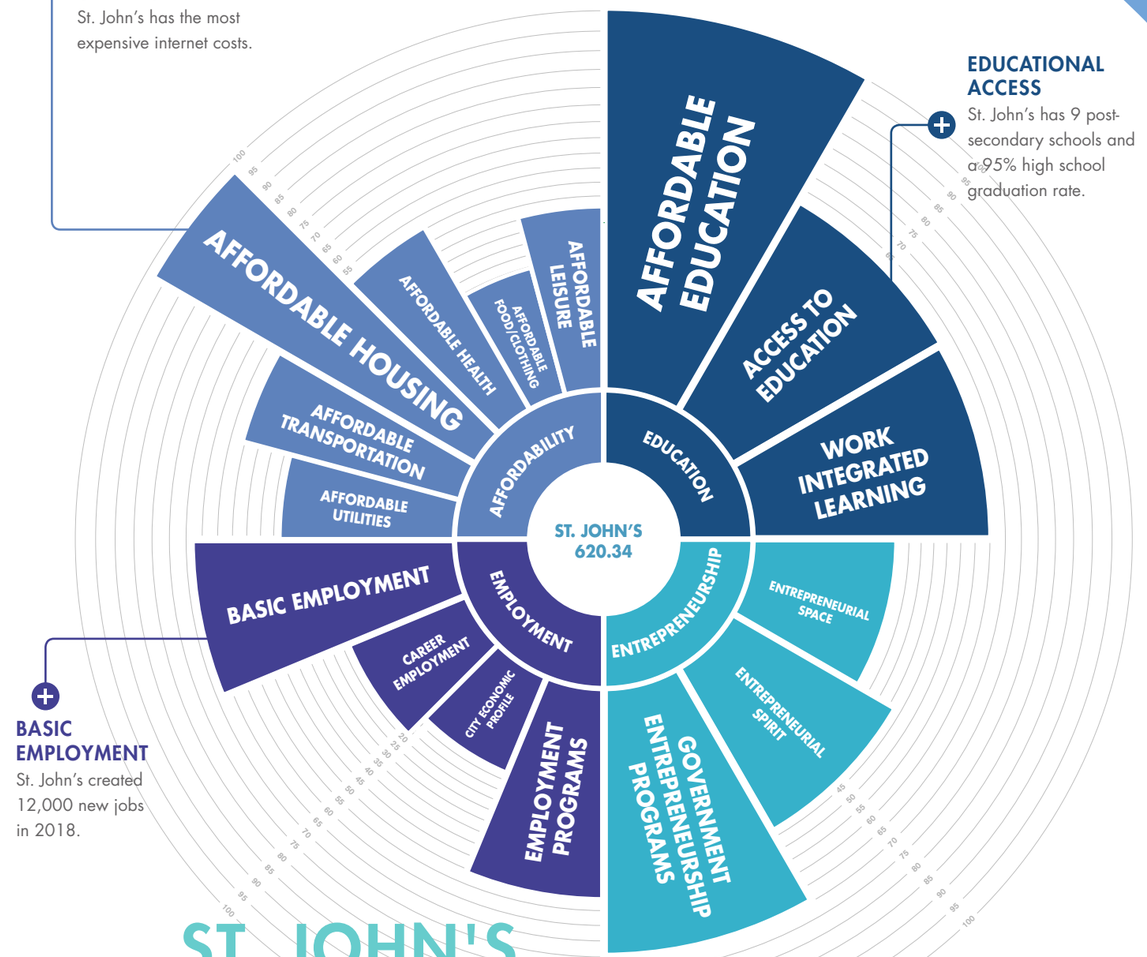
BASIC EMPLOYMENT
Youth employment hits hard in Toronto, where it finishes 18th overall with an October 2018 rate of 14%.

CITY ECONOMIC PROFILE
Based on Toronto's occupational clusters structure, the city's economic makeup is at lowest overall risk of being negatively affected by automation.

ENTREPRENEURIAL SPACE
Toronto has the highest absolute number of co-working spaces (62) and entrepreneurship incubators (39).

AFFORDABLE UTILITIES
St. John's has the most expensive internet costs.

EDUCATIONAL ACCESS
St. John's has 9 post-secondary schools and a 95% high school graduation rate.



BASIC EMPLOYMENT
St. John's created 12,000 new jobs in 2018.

ST. JOHN'S

Youth Population: 21.50%
Minimum Wage as of November 2018: $11.15
Gap to #1: 94 points
Gap to top: 102 points

St. John's is a tale of two cities. Its strengths can be found in Education (1st) and Entrepreneurship (8th), but it has catching up to do in Employment (19th) and Affordability (15th). Affordability would have been even lower if it were not for the cost of housing, which was second cheapest to Sudbury. Newfoundland has always been known for its reasonably priced education but it also led in Work Integrated Learning. While Canada's most easterly city was the strongest in the nation in basic employment this year, it dropped to 15th place in career employment. Perhaps the new Oceans Supercluster will fuel even more entrepreneurship, bringing more full-time jobs to the city.

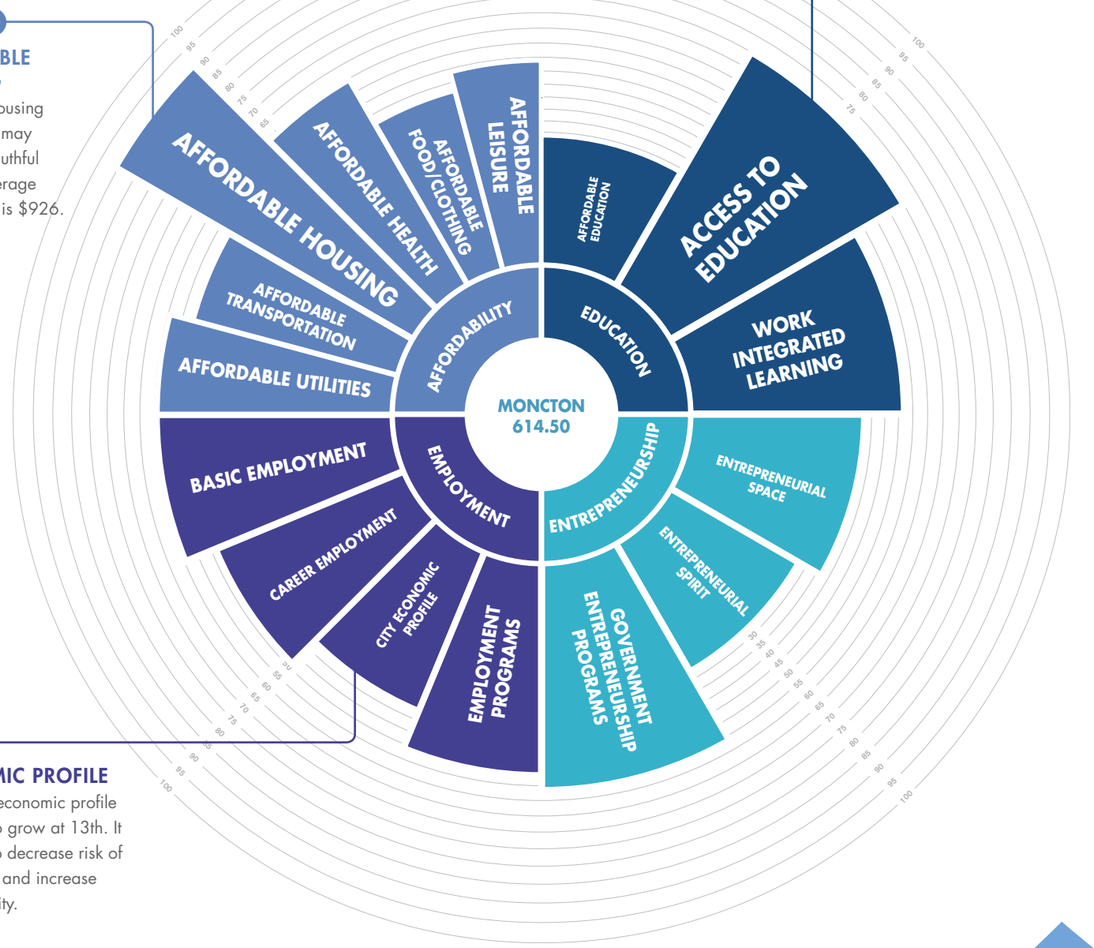
#11 OF 21 CITIES

#12 OF 21 CITIES

MONCTON

Youth Population: 19.4%
Minimum Wage as of November 2018: $11.25
Gap to #1: 99 points
Gap to top 10: 8 points

Moncton really shines in Education, with respectable scores in the other three themes. It ranks 10th for entrepreneurship and a respectable 7th in employment. The total number of post-secondary institutions for the relatively small population vault Moncton to 1st in access to education. It further supports students with a strong Work Integrated Learning focus, placing 3rd. A low score in Affordable Education really holds this maritime city back. Moncton has inexpensive housing (5th) but expensive utilities (16th). It ranked 6th overall in career employment.

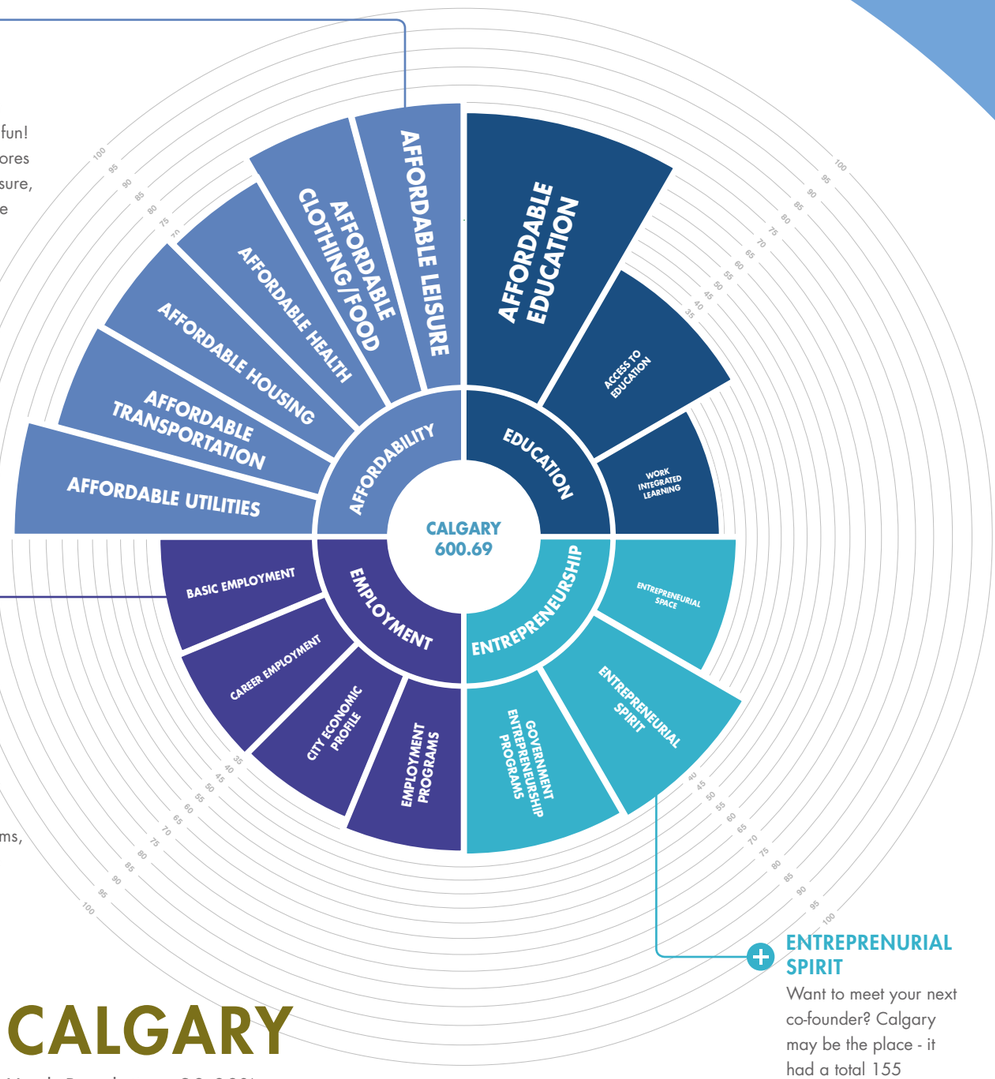


AFFORDABLE HOUSING
Moncton's housing affordability may appeal to youthful workers. Average monthly rent is $926.

EDUCATIONAL ACCESS
Moncton takes top prize in access to education, with its 8 post-secondary institutions and high post-secondary student enrollment per capita.

ECONOMIC PROFILE
Moncton's economic profile has room to grow at 13th. It can work to decrease risk of automation and increase gender parity.

AFFORDABLE LEISURE
Calgary is a great city for affordable fun! Tied to wage, it scores well on cost for leisure, such as an average beer at $3.86.



YOUTH EMPLOYMENT
Like Edmonton, Calgary scored low on youth-focused employment programs, with only 1, despite a high youth unemployment rate.

ENTREPRENEURIAL SPIRIT
Want to meet your next co-founder? Calgary may be the place - it had a total 155 entrepreneurship meetups.

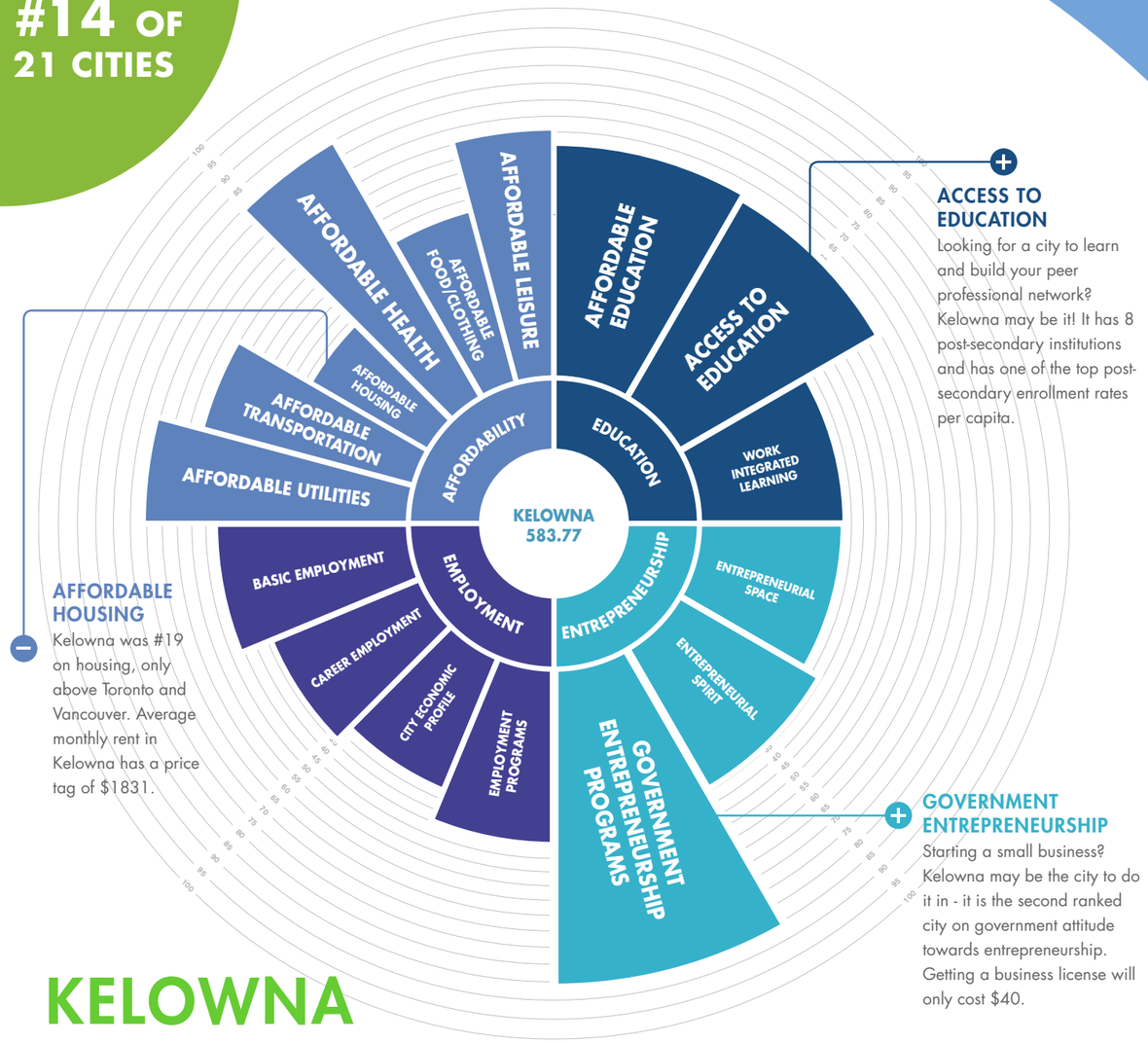
CALGARY

Youth Population: 20.00%
Minimum wage as of November 2018: $15.00
Gap to #1: 113
Gap to top 10: 22

When looking at the reality of work for youth, Calgary benefits from the holistic approach. In terms of youth unemployment rate, it has the second highest of the cities at 14.80%. However, Calgary has other attributes that make it shine when considering the future of work in the city for young people. It scores well on affordability measures, with top 10 finishes in utilities, leisure, clothing, transport and affordable education. Calgary needs to focus on Education and Entrepreneurship, where it places 14th and 18th, respectively.

#13 OF 21 CITIES

#14 OF 21 CITIES



AFFORDABLE HOUSING
Kelowna was #19 on housing, only above Toronto and Vancouver. Average monthly rent in Kelowna has a price tag of $1831.

ACCESS TO EDUCATION
Looking for a city to learn and build your peer professional network? Kelowna may be it! It has 8 post-secondary institutions and has one of the top post-secondary enrollment rates per capita.

GOVERNMENT ENTREPRENEURSHIP
Starting a small business? Kelowna may be the city to do it in - it is the second ranked city on government attitude towards entrepreneurship. Getting a business license will only cost $40.

KELOWNA

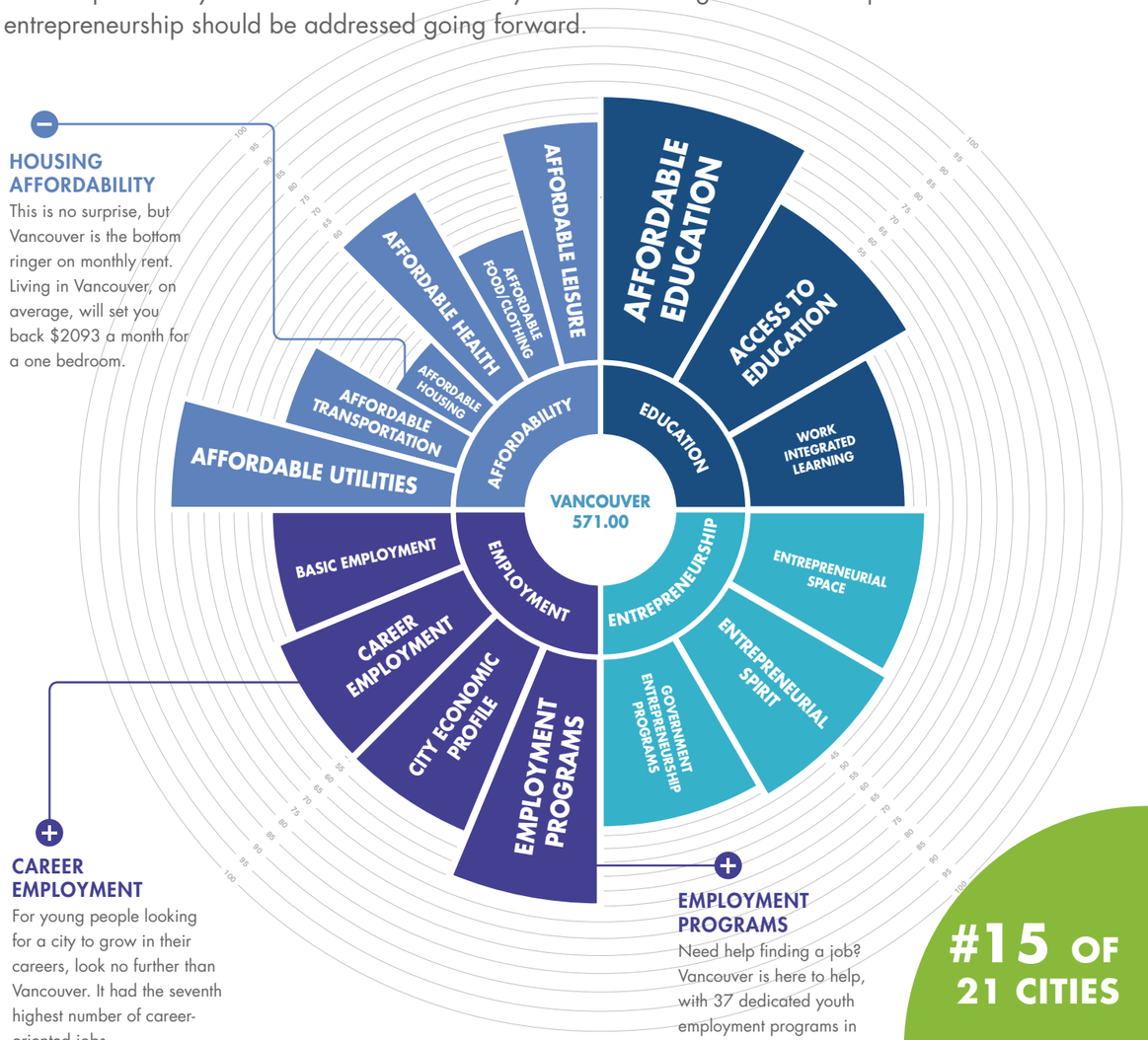
Youth Population: 18.2%
Minimum wage as of November 2018: $12.65
Gap to #1: 130
Gap to top 10: 39

Kelowna is a new addition to our Index, coming in one place above Vancouver, which may come as a surprise for youth looking for a city in British Columbia to work in. It is negatively impacted by affordable housing, with high housing costs for youth looking to live in the city. Yet for students, it may be a great city to navigate the education-to-work transition. Kelowna ranks 4th in accessible education and 5th in summer jobs for youth. Kelowna does excel in entrepreneurship, landing on 7th place overall in that work theme.

VANCOUVER

Youth Population: 21.50%
Minimum wage as of November 2018: $12.65
Gap to #1: 143
Gap to top 10: 52

Vancouver, as a hub in Western Canada, may be expected to come out on top in our rankings, but when holistically looking at urban work, it has room for improvement. Its biggest weakness is Affordability, being the most expensive city in affordable housing. It excels in Employment, with top marks in career employment and city economic profile. Youth looking at the future of work can still consider Vancouver an excellent city, but it will need to proactively ensure it's an affordable city as well. Ranking middle of the pack on entrepreneurship should be addressed going forward.



HOUSING AFFORDABILITY
This is no surprise, but Vancouver is the bottom ringer on monthly rent. Living in Vancouver, on average, will set you back $2093 a month for a one bedroom.

CAREER EMPLOYMENT
For young people looking for a city to grow in their careers, look no further than Vancouver. It had the seventh highest number of career-oriented jobs.

EMPLOYMENT PROGRAMS
Need help finding a job? Vancouver is here to help, with 37 dedicated youth employment programs in the city.

#15 OF 21 CITIES

#16 OF 21 CITIES

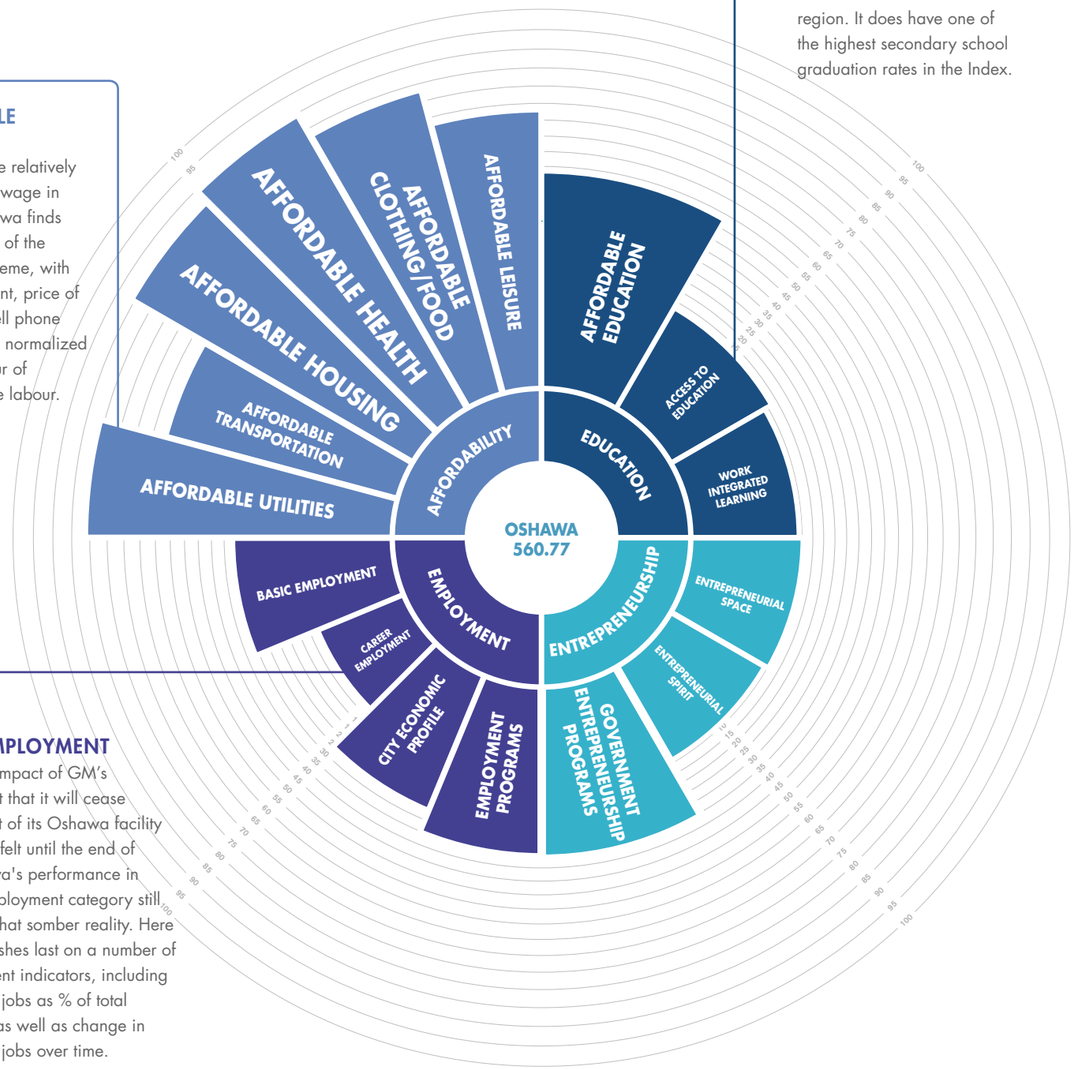
OSHAWA

Youth Population: 19%
Minimum Wage as of November 2018: $14.00
Gap to #1: 153 points
Gap to top 10: 62 points

Oshawa does very well on the affordability theme (3rd) and then poorly across education (19th), entrepreneurship (21st) and employment (21st). In terms of attributes, it does well in affordable health (2nd) and affordable housing (6th).

ACCESS TO EDUCATION
Oshawa is gaining ground in education and continued development in post-secondary facilities will better serve the region. It does have one of the highest secondary school graduation rates in the Index.

AFFORDABLE UTILITIES
Factoring in the relatively high minimum wage in Ontario, Oshawa finds itself at the top of the affordability theme, with low monthly rent, price of internet and cell phone costs, all when normalized against an hour of minimum wage labour.



CAREER EMPLOYMENT
Although the impact of GM's announcement that it will cease production out of its Oshawa facility won't be fully felt until the end of 2019, Oshawa's performance in the career employment category still foreshadows that somber reality. Here the region finishes last on a number of key employment indicators, including youth full-time jobs as % of total employment, as well as change in youth full-time jobs over time.

AFFORDABIE LEISURE
Work hard play hard! In Yellowknife you may need to work a bit longer to pay for leisure. It has the highest cost for a beer at $9.

CAREER EMPLOYMENT
Youth looking for their first full-time job may want to look in Yellowknife. It has the highest rate of youth full-time employment in our Index.

GOVERNMENT ENTREPRENEURSHIP
Want to start your own business? It will only cost you $25 for the license in Yellowknife.

YELLOWKNIFE

Youth Population: 21.7%
Minimum wage as of November 2018: $13.46
Gap to #1: 159
Gap to top 10: 67

Canada's geographic sprawl means there are a lot of cities for youth to consider for work - and Yellowknife should be one of them! The city ranks high on career-level work measures, meaning it could be a great fit for youth seeking their next big career break. Yellowknife is innovative, with strong results in all the entrepreneurship categories and one of the best government environments for nurturing innovation. However, Yellowknife is weighed down with some of the most unaffordable costs in daily goods.

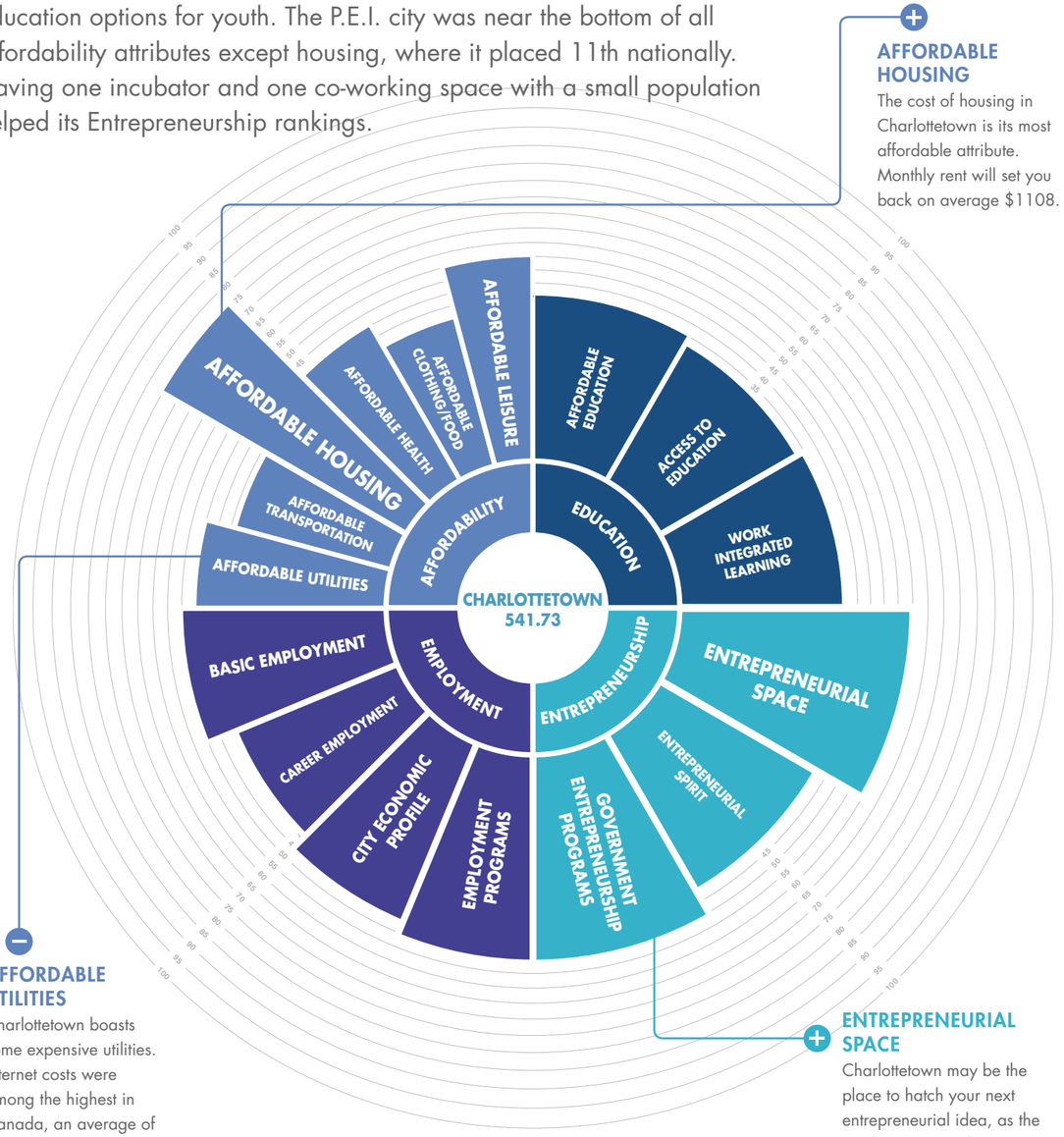
#17 OF 21 CITIES

#18 OF 21 CITIES

CHARLOTTETOWN

Youth Population: 20.6%
Minimum Wage as of November 2018: $11.55
Gap to 1st: 172 points
Gap to top 10: 81 point

Charlottetown's main strengths are its employment and entrepreneurship attributes. Its population is the second smallest in this Index and that seems to negatively impact its affordability and limits education options for youth. The P.E.I. city was near the bottom of all affordability attributes except housing, where it placed 11th nationally. Having one incubator and one co-working space with a small population helped its Entrepreneurship rankings.



AFFORDABLE HOUSING
The cost of housing in Charlottetown is its most affordable attribute. Monthly rent will set you back on average $1108.

AFFORDABLE UTILITIES
Charlottetown boasts some expensive utilities. Internet costs were among the highest in Canada, an average of $72 per month.

ENTREPRENEURIAL SPACE
Charlottetown may be the place to hatch your next entrepreneurial idea, as the city boasts 6 incubators.

BASIC EMPLOYMENT
Youth wanting work in Saskatoon are in a promising environment. Saskatoon's youth unemployment rate fell by 3.1% from October 2017 to October 2018, the second best improvement on this rate across the country.

WORK INTERGRATED LEARNING
Saskatoon was at the bottom of the pack for work-integrated learning opportunities in the city. This may be an area for improvement for the city to attract and develop young talent.

ENTREPRENEURIAL SPACE
Looking for your next trendy co-working space? Saskatoon has 10 co-working spaces and 5 incubators, making it the third best place for entrepreneurial space per capita.

SASKATOON

Youth Population: 22.90%
Minimum wage as of November 2018: $11.06
Gap to #1: 173
Gap to top 10: 82

Young workers in Saskatoon may enjoy its top 10 finish in basic employment rates and career employment rates. But Saskatoon is negatively impacted on cost of living, with high costs of transport, utilities and leisure. Saskatoon also boasts a high level of accessible education but does not do as strongly in work-integrated learning and summer jobs, meaning students may look to other cities to gain their first professional experiences. Saskatoon does achieve a top 5 ranking in the entrepreneurship theme which is a good place to build from.

#19 OF 21 CITIES

#20 OF 21 CITIES

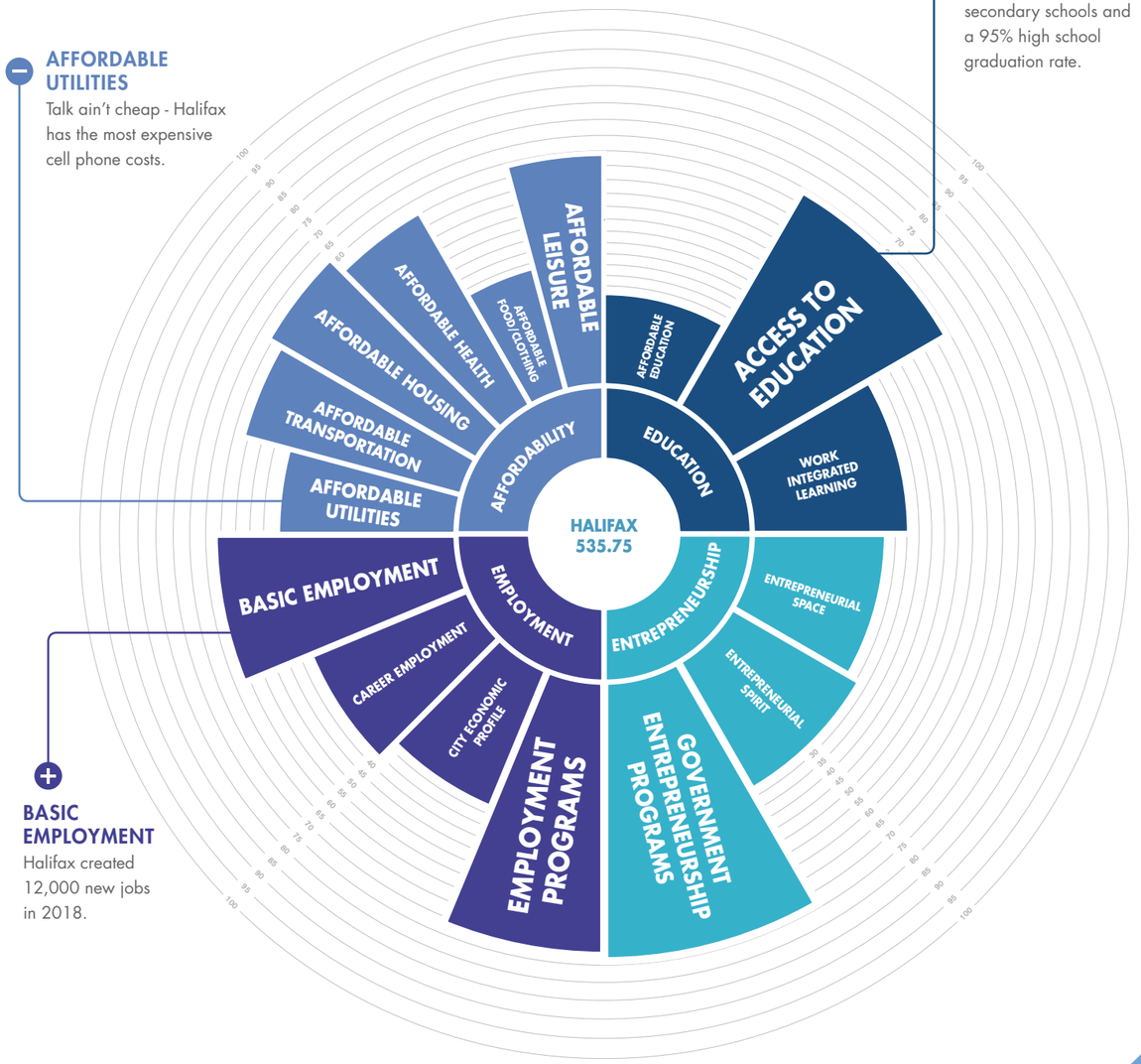
HALIFAX

Youth Population: 20.50%
Minimum Wage as of November 2018: $11.00
Gap to #1: 178 points
Gap to top 10: 87 points

Halifax has an affordability problem. The city may seem affordable, but a low minimum wage ranked it 16th of 21 cities on Affordability. On Education, Halifax is mixed with great access to post-secondary schools, but the highest student debt levels. More positively, Canada's largest East Coast city ranked 5th overall in employment and 9th in entrepreneurship. It could use more spaces for entrepreneurs. A new proposed Innovation District may help.

AFFORDABLE UTILITIES
Talk ain't cheap - Halifax has the most expensive cell phone costs.

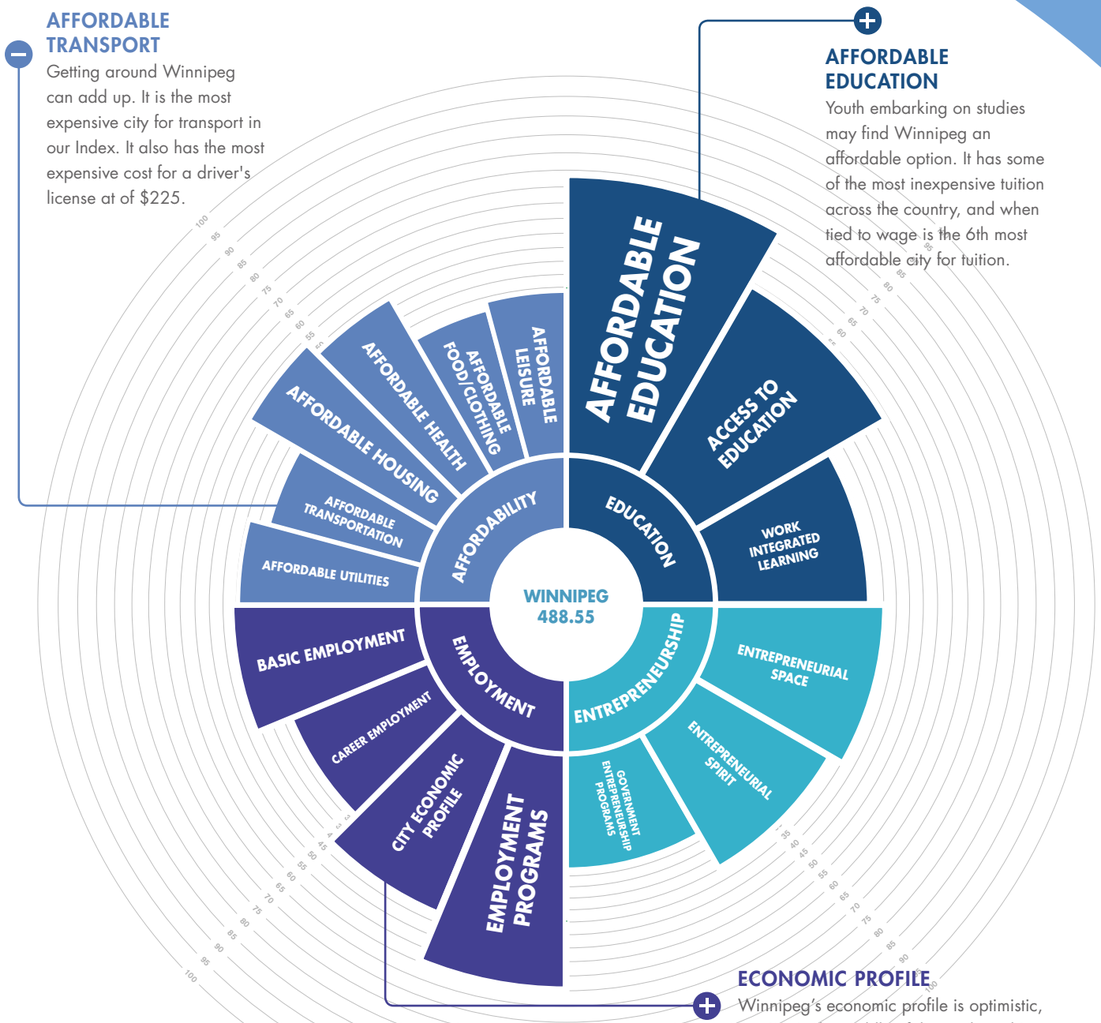
EDUCATIONAL ACCESS
Halifax has 9 post-secondary schools and a 95% high school graduation rate.



BASIC EMPLOYMENT
Halifax created 12,000 new jobs in 2018.

AFFORDABLE TRANSPORT
Getting around Winnipeg can add up. It is the most expensive city for transport in our Index. It also has the most expensive cost for a driver's license at of $225.

AFFORDABLE EDUCATION
Youth embarking on studies may find Winnipeg an affordable option. It has some of the most inexpensive tuition across the country, and when tied to wage is the 6th most affordable city for tuition.



ECONOMIC PROFILE
Winnipeg's economic profile is optimistic, coming in the middle of the pack on this attribute. While there is room for improvement, Winnipeg did promisingly well in measures of gender parity and inequality.

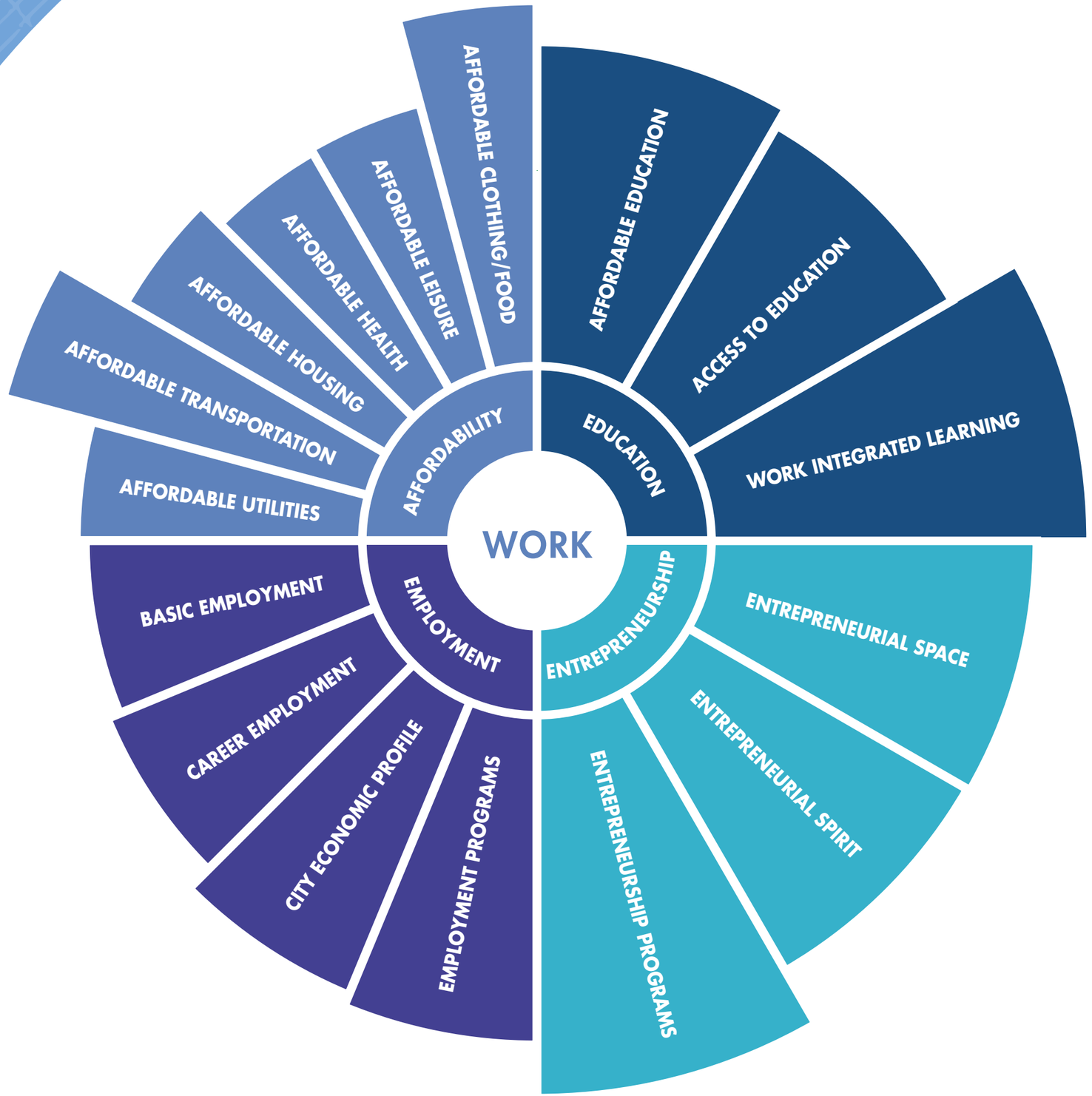
WINNIPEG

Youth Population: 20.70%
Minimum wage as of November 2018: $11.35
Gap to #1: 225
Gap to top 10: 134

Youth navigating the beginning of their work future will be drawn to Winnipeg's sixth-place finish in accessible and affordable education. The city is impacted by low scores in basic and career employment and on affordability measures. On the flip side, Winnipeg has an impressive score on youth employment centres (#7), hinting at dedicated efforts in the city to ensure youth are successfully equipped to navigate urban work. One big area of focus should be entrepreneurship, where Winnipeg ranked 20th overall.

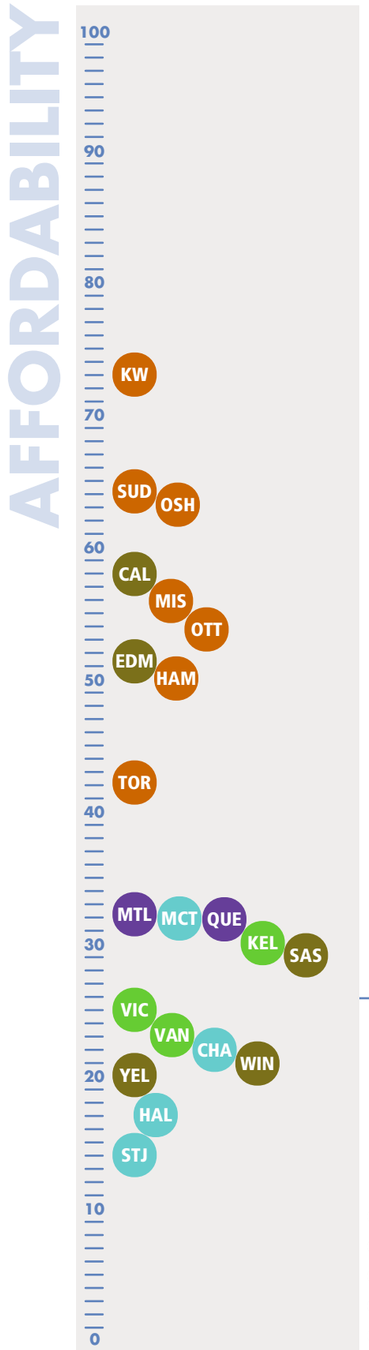
#21 OF 21 CITIES

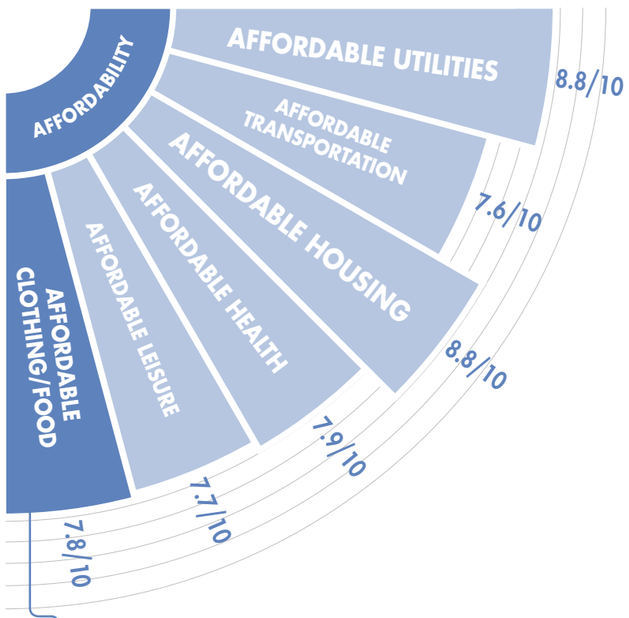
ATTRIBUTE PROFILES



AFFORDABLE CLOTHING/FOOD

RESULTS





The Affordable Clothing/Food indicator looks at a basket of day-to-day essentials for youth. By comparing the cost of items like jeans, eggs and shoes, youth can begin to get a picture of a few key budget lines - whether that budget is monthly or annually. Youth gave this attribute a 7.8/10, which lands it in the middle of the pack for the affordability theme.

HOW ALL 21 CITIES STACK UP

The overall AFFORDABLE CLOTHING/FOOD 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 AFFORDABLE CLOTHING/FOOD attribute.

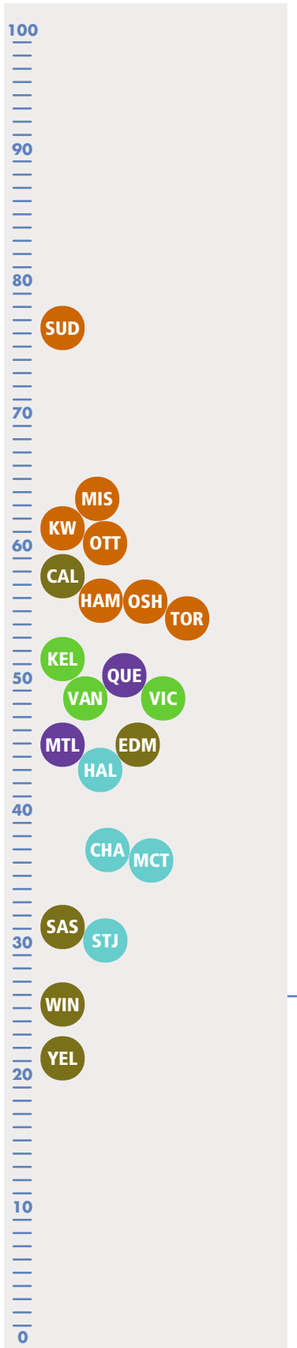
	1ST	2ND	3RD
1 Combo meal in a fast food restaurant	CALGARY	HAMILTON	KITCHENER/WATERLOO
1 cappuccino	KITCHENER/WATERLOO	SUDBURY	OSHAWA
1 pair of jeans	KITCHENER/WATERLOO	OSHAWA	SUDBURY
1 pair of sport shoes	KITCHENER/WATERLOO	CALGARY	OSHAWA
1 summer dress	SUDBURY	KITCHENER/WATERLOO	OSHAWA
12 eggs	MISSISSAUGA	OTTAWA	KITCHENER/WATERLOO

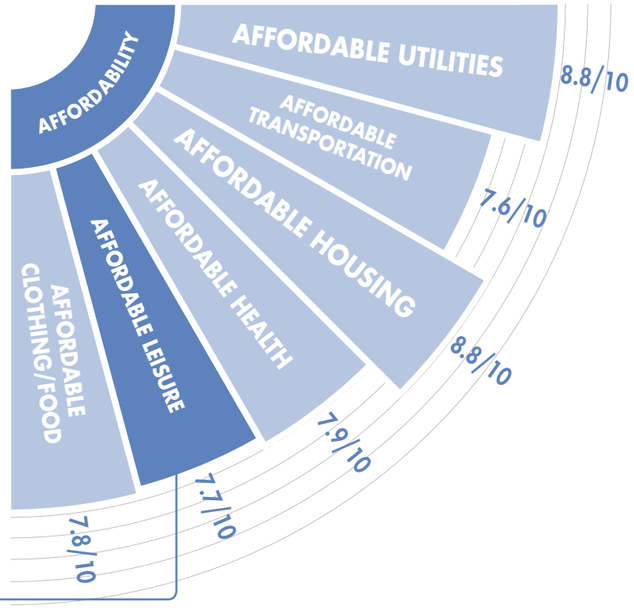
2019 WINNERS

The top 5 cities for AFFORDABLE CLOTHING/FOOD in our 2019 YouthfulCities Urban Work Index are:

1. 1ST KITCHENER/WATERLOO
2. 2ND SUDBURY
3. 3RD OSHAWA
4. 4TH CALGARY
5. 5TH MISSISSAUGA

AFFORDABLE LEISURE
RESULTS





The Affordable Leisure indicator looks at the cost of a beer at a domestic supermarket and the cost of two movie tickets - we're not going to say the two go hand in hand, but they do compliment each other! And you can forget your stereotypes about youth misprioritizing their needs - those surveyed ranked this attribute as the least important overall, at 5.5/10. Still, after a long day, having fun on a budget still registers as important!

HOW ALL 21 CITIES STACK UP

The overall AFFORDABLE LEISURE 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 AFFORDABLE LEISURE attribute.

	1ST	2ND	3RD
1 domestic beer in the supermarket	CALGARY	SUDBURY	KITCHENER/WATERLOO
2 tickets to the movies	SUDBURY	3 CITIES T-2ND: KITCHENER/WATERLOO MISSISSAUGA OTTAWA	

2019 WINNERS

The top 5 cities for AFFORDABLE LEISURE in our 2019 YouthfulCities Urban Work Index are:

1ST SUDBURY

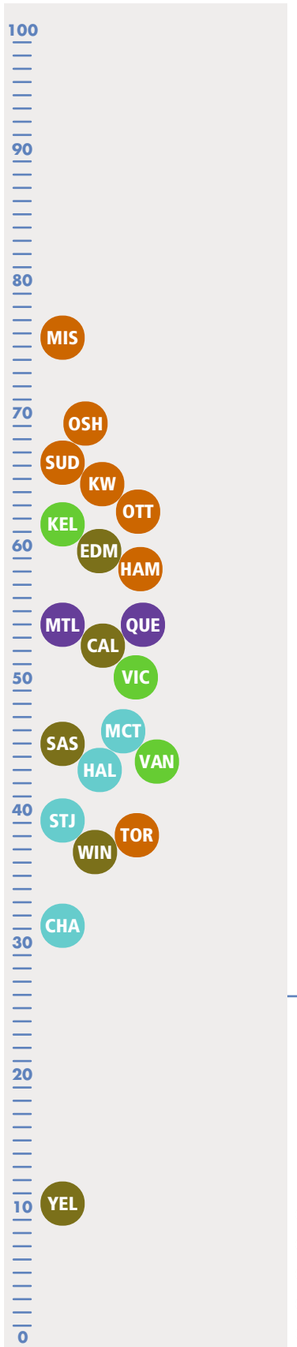
2ND MISSISSAUGA

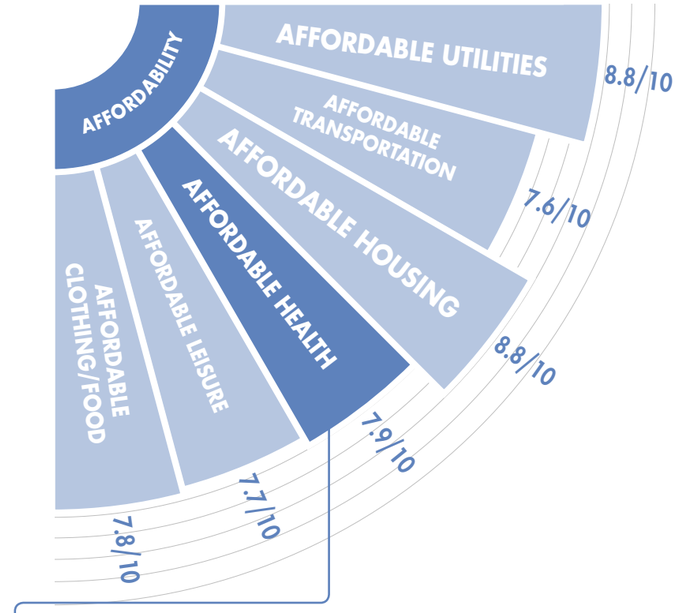
3RD KITCHENER/WATERLOO

4TH OTTAWA

5TH CALGARY

AFFORDABLE HEALTH
RESULTS





The Affordable Health attribute looks at the cost of secondary-health items as well as the cost of a monthly gym membership. Youth gave affordable health a score of 7.9/10, the third highest in the Affordability theme. While its importance may peak in January (New Year's resolutions, anybody?), it's clear that health is a baked-in cost that shouldn't be taken for granted.

HOW ALL 21 CITIES STACK UP

The overall AFFORDABLE HEALTH 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 AFFORDABLE HEALTH attribute.

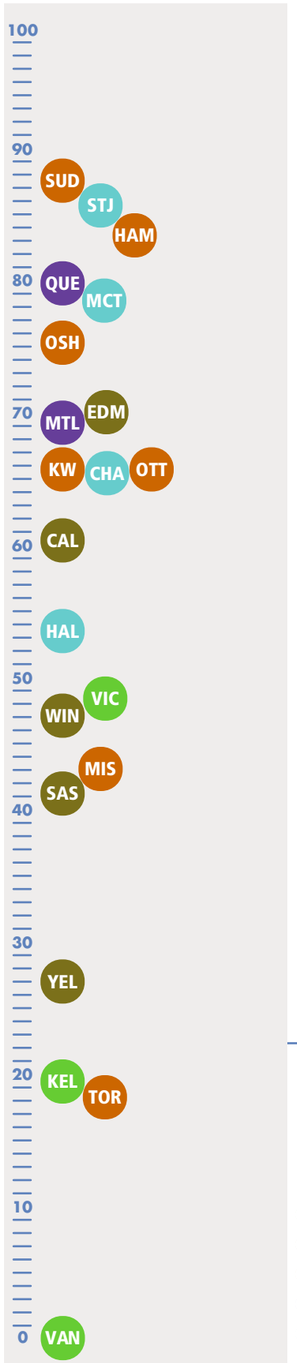
	1ST	2ND	3RD
1 box of 32 tampons	MISSISSAUGA	HAMILTON	OTTAWA
1 month gym membership	SUDBURY	KITCHENER/WATERLOO	MISSISSAUGA
1 tube of toothpaste	MISSISSAUGA	OSHAWA	OTTAWA

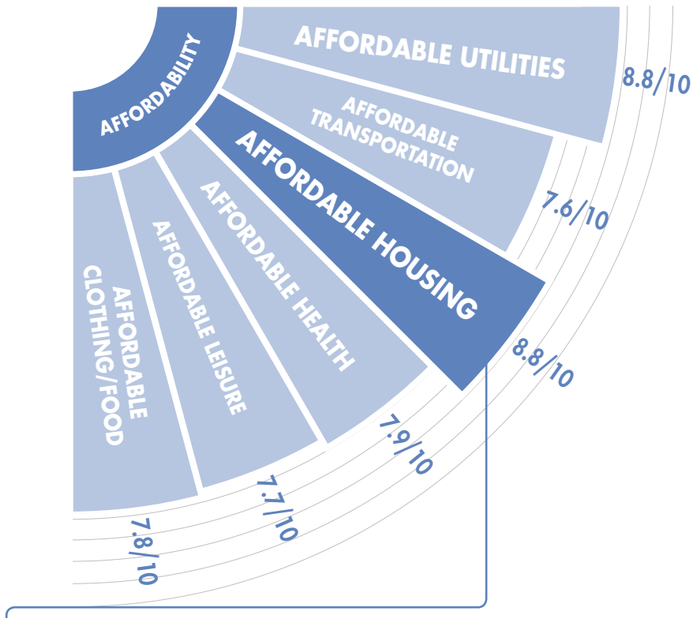
2019 WINNERS

The top 5 cities for AFFORDABLE HEALTH in our 2019 YouthfulCities Urban Work Index are:

1. 1ST — MISSISSAUGA
2. 2ND — OSHAWA
3. 3RD — SUDBURY
4. 4TH — KITCHENER/WATERLOO
5. 5TH — OTTAWA

AFFORDABLE HOUSING
RESULTS





The Affordable Housing attribute is based solely on the cost of rent - it's that important. For two area codes specifically, skyrocketing rent has been in the news a lot (hello 416 and 604)! However, the cost of rent is an issue that's at the front of the minds of youth from coast to coast to coast. Indeed, with this in mind, those surveyed rated it most important (tied with Affordable Utilities), with an average score of 8.8/10. The results from this indicator vary hugely across cities and geographic regions. Nonetheless, because it takes up such a massive chunk of one's monthly budget, it's easy to understand why it's the most important attribute in our Index.

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

HOW ALL 21 CITIES STACK UP

The overall AFFORDABLE HOUSING 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 AFFORDABLE HOUSING attribute.

	1ST	2ND	3RD
1 bedroom apartment rent (monthly)	SUDBURY	ST. JOHN'S	HAMILTON

2019 WINNERS

The top 5 cities for AFFORDABLE HOUSING in our 2019 YouthfulCities Urban Work Index are:

1ST SUDBURY

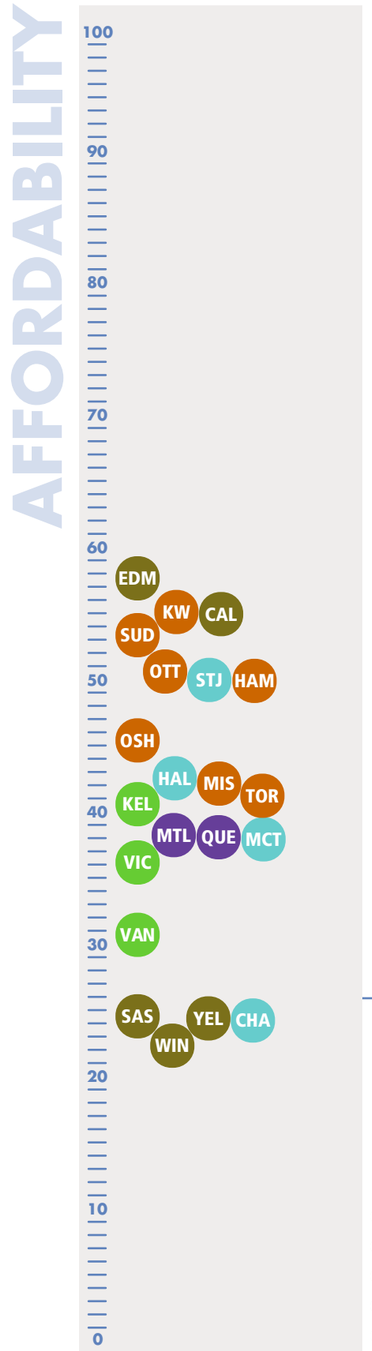
2ND ST. JOHN'S

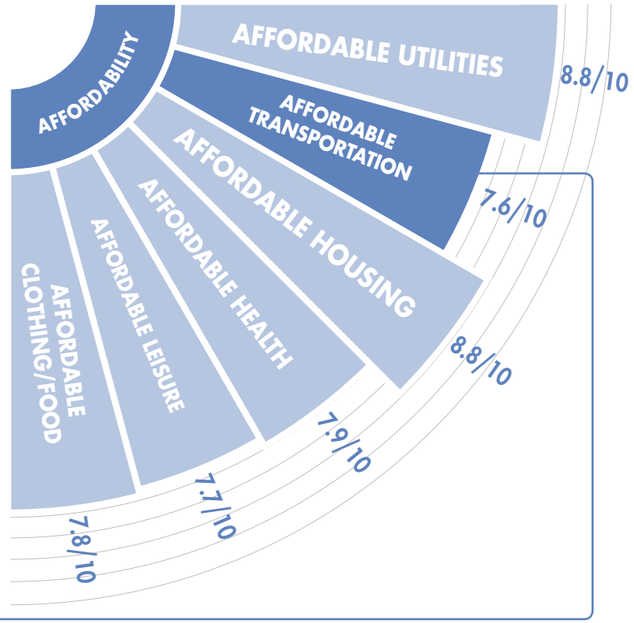
3RD HAMILTON

4TH QUEBEC CITY

5TH MONCTON

AFFORDABLE TRANSPORTATION
RESULTS





Affordable Transportation looks at a few key cost factors relating to different modes of transit in cities, including the cost of a monthly transit pass, the standing rate for a taxi and the base licensing fee for a car. Affordable transport was the least important attribute for youth in the affordability theme and 11th overall, averaging 7.6/10 in terms of importance.

HOW ALL 21 CITIES STACK UP

The overall AFFORDABLE TRANSPORT 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 AFFORDABLE TRANSPORTATION attribute.

	1ST	2ND	3RD
1 litre of gasoline	EDMONTON	CALGARY	HAMILTON
New driver's license fee	HALIFAX	KELOWNA	VANCOUVER
1 monthly public transportation pass	YELLOWKNIFE	KELOWNA	SUDBURY
Taxi standing rate	ST. JOHN'S	CALGARY	EDMONTON

2019 WINNERS

The top 5 cities for AFFORDABLE TRANSPORTATION in our 2019 YouthfulCities Urban Work Index are:

1ST EDMONTON

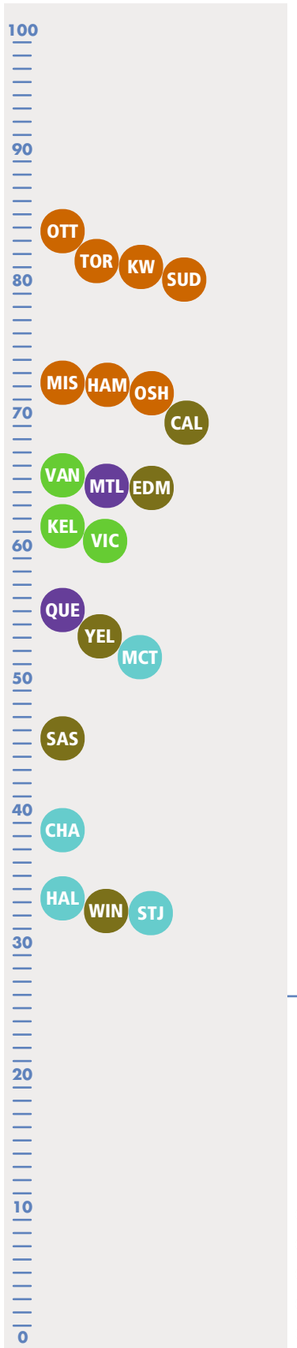
2ND KITCHENER/WATERLOO

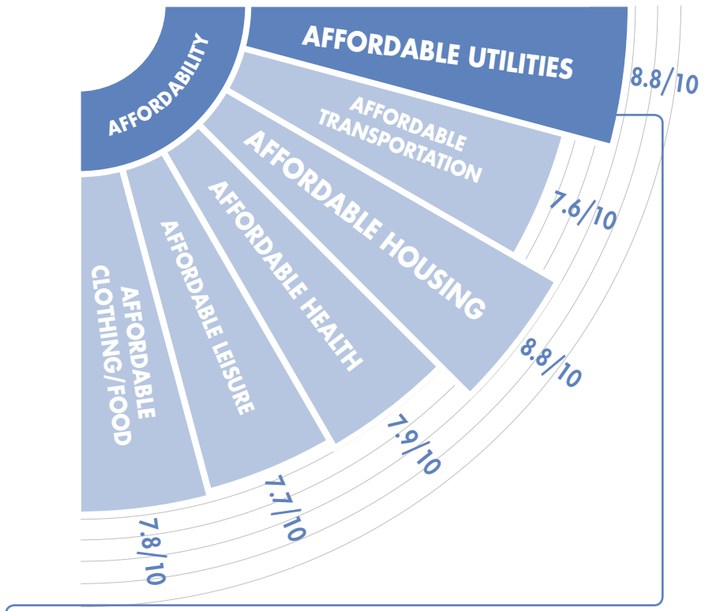
3RD CALGARY

4TH SUDBURY

5TH OTTAWA

AFFORDABLE UTILITIES
RESULTS





Affordable Utilities measures hard costs for youth to maintain basic amenities in their home. Specifically, it looks at monthly costs for home utilities, internet and cell phone - three everyday essentials. Tied with affordable housing, affordable utilities is the most important factor for youth, with an average score of 8.8/10. While youth may be going light on their utilities (wifi, no data!) combined with rent, high utility costs can negatively impact youth's ability to be financially stable, and increase the need to seek out higher wages.

HOW ALL 21 CITIES STACK UP
The overall AFFORDABLE UTILITIES 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 AFFORDABLE UTILITIES attribute.

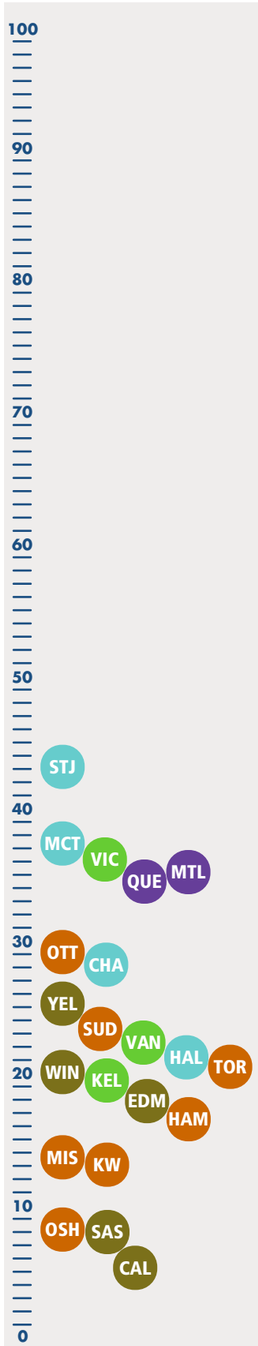
	1ST	2ND	3RD
1G data cellphone plan (monthly)	7 CITIES T-1ST OSHAWA HAMILTON KITCHENER/WATERLOO MISSISSAUGA OTTAWA SUDBURY TORONTO		
8 Mbps internet (monthly)	TORONTO	OTTAWA	OSHAWA
1 bedroom apartment utilities (monthly)	KELOWNA	VANCOUVER	VICTORIA

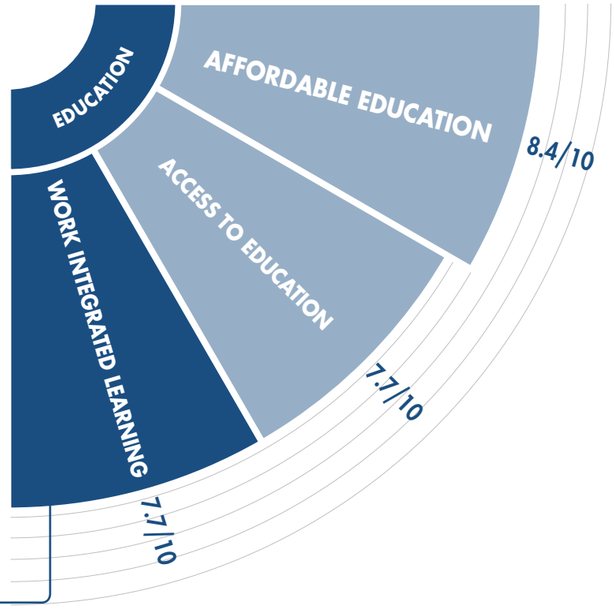
2019 WINNERS
The top 5 cities for AFFORDABLE UTILITIES in our 2019 YouthfulCities Urban Work Index are:

1. 1ST — OTTAWA
2. 2ND — TORONTO
3. 3RD — KITCHENER/WATERLOO
4. 4TH — SUDBURY
5. 5TH — MISSISSAUGA

WORK INTEGRATED LEARNING

RESULTS





The Work Integrated Learning attribute considers the realities that post-secondary students face while in the process of moving from education to employment. Factors include summer employment opportunities, post-secondary job fairs and a resilient local job market. For summer students, these can help ease the transition from one life-stage to the next. Youth in our urban work survey rated this attribute 7.3/10.

HOW ALL 21 CITIES STACK UP

The overall WORK INTEGRATED LEARNING 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 WORK INTEGRATED LEARNING attribute.

	1ST	2ND	3RD
Local federally funded summer student jobs	ST. JOHN'S	MONCTON	YELLOWKNIFE
Robustness of career department and job fair	MONTREAL (T-1ST)	VICTORIA (T-1ST)	OTTAWA
Summer student unemployment rate	CHARLOTTETOWN	MONCTON	QUEBEC CITY

2019 WINNERS

The top 5 cities for WORK INTEGRATED LEARNING in our 2019 YouthfulCities Urban Work Index are:

1ST ST. JOHN'S

2ND MONCTON

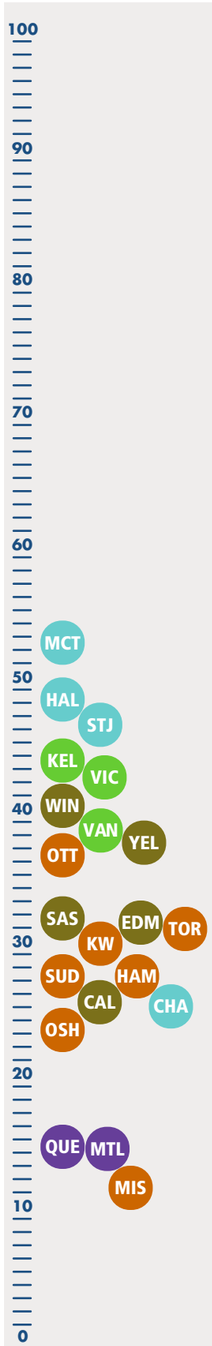
3RD VICTORIA

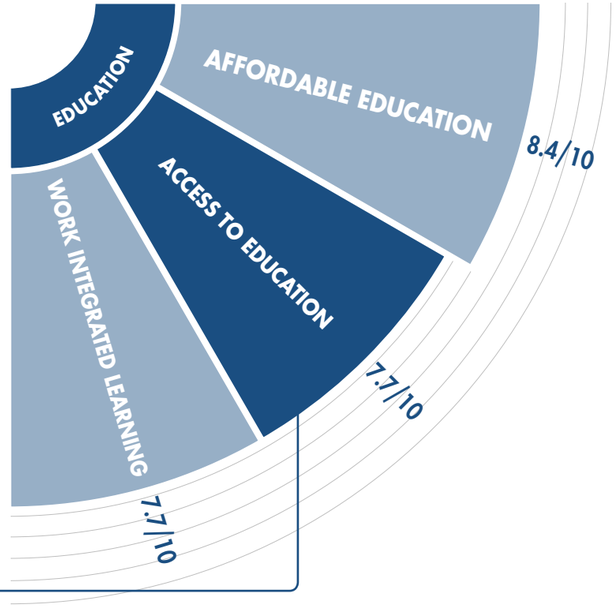
4TH MONTREAL

5TH QUEBEC CITY

ACCESS TO EDUCATION
RESULTS

EDUCATION





As the entry into the workforce requires increasingly specialized knowledge and training, access to post-secondary education takes on greater levels of importance. With this in mind, and along with a look at inclusive indigenous education in cities, the Access to Education attribute measures secondary-school graduation rates as well as opportunities for post-secondary education. For youth, access to education was ranked on average 7.7/10, middle of the road in this theme.

HOW ALL 21 CITIES STACK UP
The overall ACCESS TO 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 ACCESS TO EDUCATION attribute.

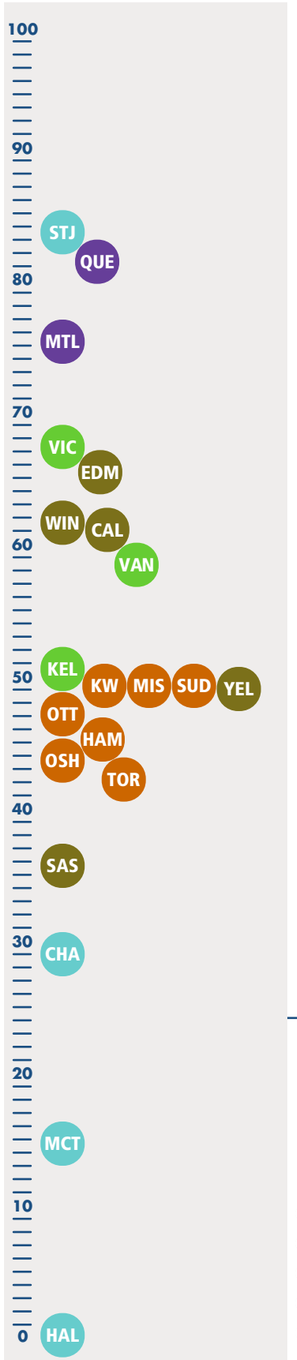
	1ST	2ND	3RD
Full-time undergraduate enrollment	KITCHENER/WATERLOO	KELOWNA	MONCTON
Indigenous education scale	3 CITIES T-1ST VANCOUVER VICTORIA WINNIPEG		
Post-secondary institutions per capita	MONCTON	YELLOWKNIFE	KELOWNA
Secondary school graduation rate	ST. JOHN'S	HALIFAX	OSHAWA

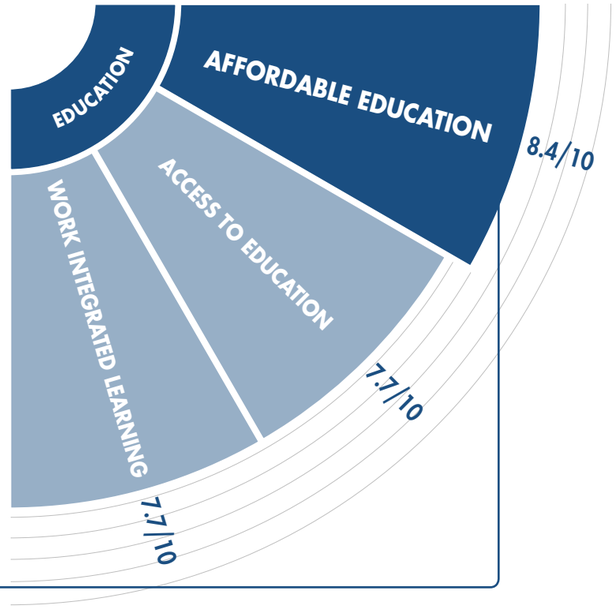
2019 WINNERS
The top 5 cities for ACCESS TO EDUCATION in our 2019 YouthfulCities Urban Work Index are:

1. 1ST MONCTON
2. 2ND HALIFAX
3. 3RD ST. JOHN'S
4. 4TH KELOWNA
5. 5TH VICTORIA

AFFORDABLE EDUCATION
RESULTS

EDUCATION





Tuition and student debt: they're intimately linked. That's why the Affordable Education attribute measures the average cost for a standard four-year undergraduate degree, as well as the average debt with which students graduate. Having to weigh the pros and cons of paying for post-secondary and taking on student debt at the end of secondary school is a real struggle. It's with this in mind that our survey shows the Affordable Education attribute to be the most important consideration for youth in the education theme, scoring on average 8.4/10 in terms of importance.

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

HOW ALL 21 CITIES STACK UP
The overall AFFORDABLE EDUCATION 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 AFFORDABLE EDUCATION attribute.

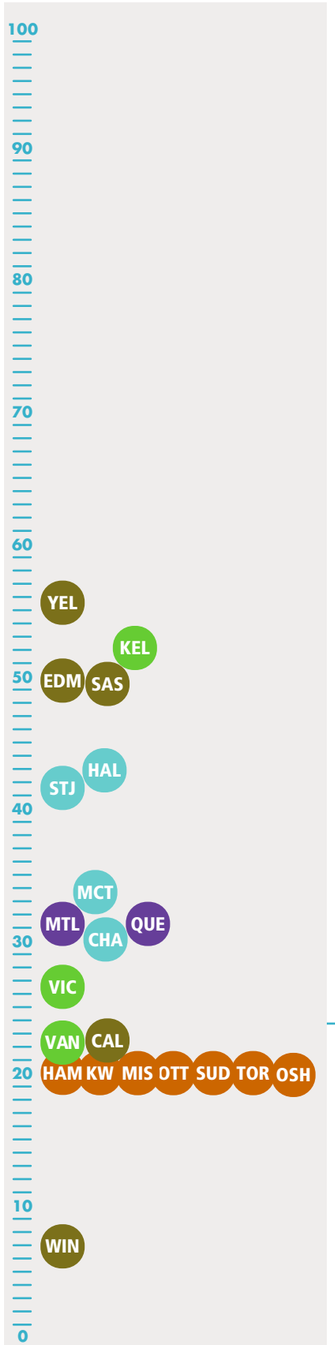
	1ST	2ND	3RD
Average undergraduate student debt (cities with lowest average debt score highest)	ST. JOHN'S	VICTORIA	QUEBEC CITY
Average tuition cost (provincial)	ST. JOHN'S	MONTREAL	QUEBEC CITY

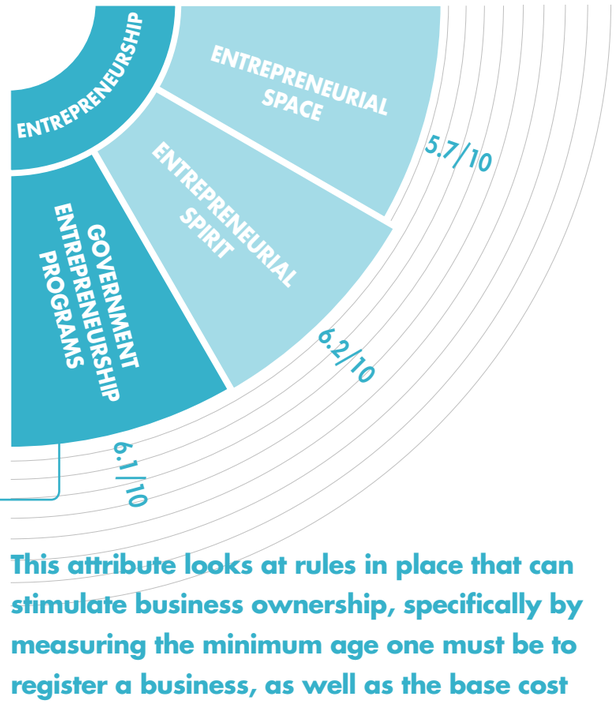
2019 WINNERS
The top 5 cities for AFFORDABLE EDUCATION in our 2019 YouthfulCities Urban Work Index are:

1ST ST. JOHN'S
2ND QUEBEC CITY
3RD MONTREAL
4TH VICTORIA
5TH EDMONTON

GOVERNMENT ENTREPRENEURSHIP PROGRAMS

RESULTS





This attribute looks at rules in place that can stimulate business ownership, specifically by measuring the minimum age one must be to register a business, as well as the base cost for a business license. For youth looking to be their own boss, being in an accommodating city can facilitate an earlier start with fewer roadblocks. This gives youth more time to work out the kinks of an idea before reaching a life stage where entrepreneurship gets more difficult. Youth gave Government Attitude to Entrepreneurship an average importance rating of 6.1/10.

HOW ALL 21 CITIES STACK UP

The overall Government Entrepreneurship Programs 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 GOVERNMENT ATTITUDE TO ENTREPRENEURSHIP attribute.

	1ST	2ND	3RD
Age at which you can register a business	7 CITIES T, 1ST CHARLOTTETOWN EDMONTON HALIFAX KELOWNA MONCTON SASKATOON YELLOWKNIFE		
Amount it costs to get a business license	ST. JOHN'S	YELLOWKNIFE	MONTREAL

2019 WINNERS

The top 5 cities for GOVERNMENT ATTITUDE TO ENTREPRENEURSHIP in our 2019 YouthfulCities Urban Work Index are:

1ST YELLOWKNIFE

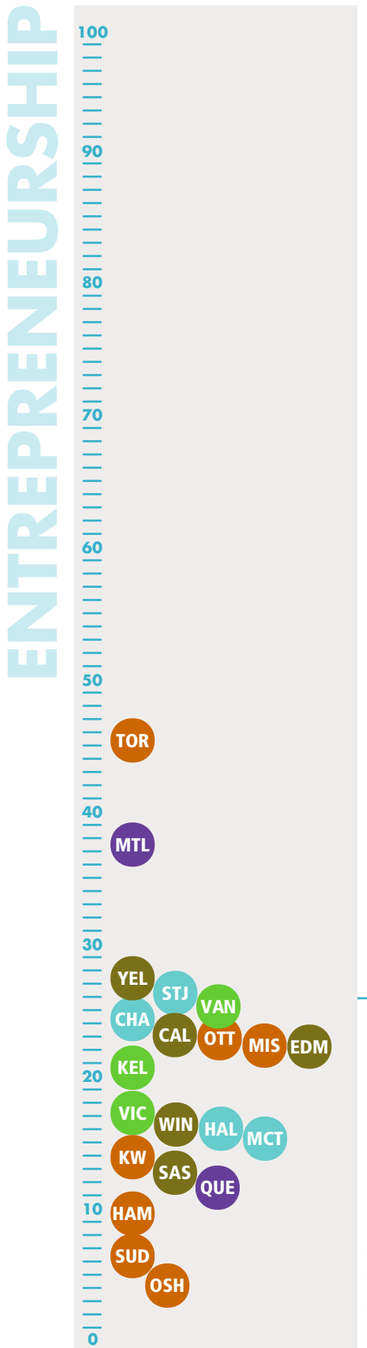
2ND KELOWNA

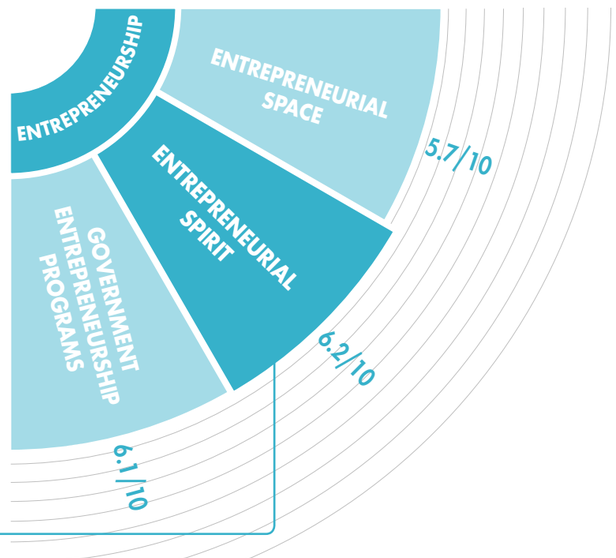
3RD EDMONTON

4TH SASKATOON

5TH HALIFAX

ENTREPRENEURIAL SPIRIT
RESULTS





Entrepreneurial Spirit is designed to measure some of the intangible elements that foster innovation among a population. This attribute looks at events and programs in cities that are designed for entrepreneurs, including entrepreneurial conferences and meetups, as well as applications to Futurpreneur, which provides financing, mentoring and support tools to aspiring business owners aged 18-39. Youth rated this attribute 6.2/10 on importance.

HOW ALL 21 CITIES STACK UP
The overall ENTREPRENEURIAL SPIRIT 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 ENTREPRENEURIAL SPIRIT attribute.

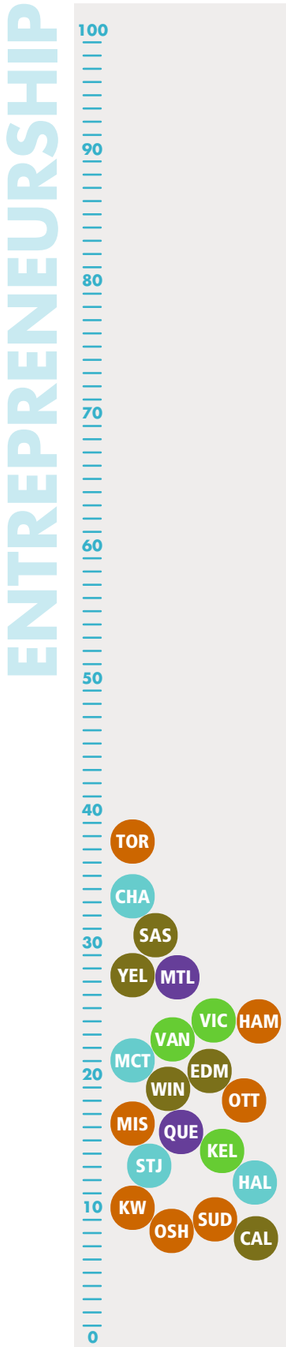
	1ST	2ND	3RD
Number of applications to Futurpreneur (per capita & count)	MONTREAL	TORONTO	KELOWNA
Number of entrepreneurial conferences within the city (per capita & count)	YELLOWKNIFE	TORONTO	MONTREAL
Number of entrepreneurial meetups (per capita & count)	MISSISSAUGA	TORONTO	CALGARY

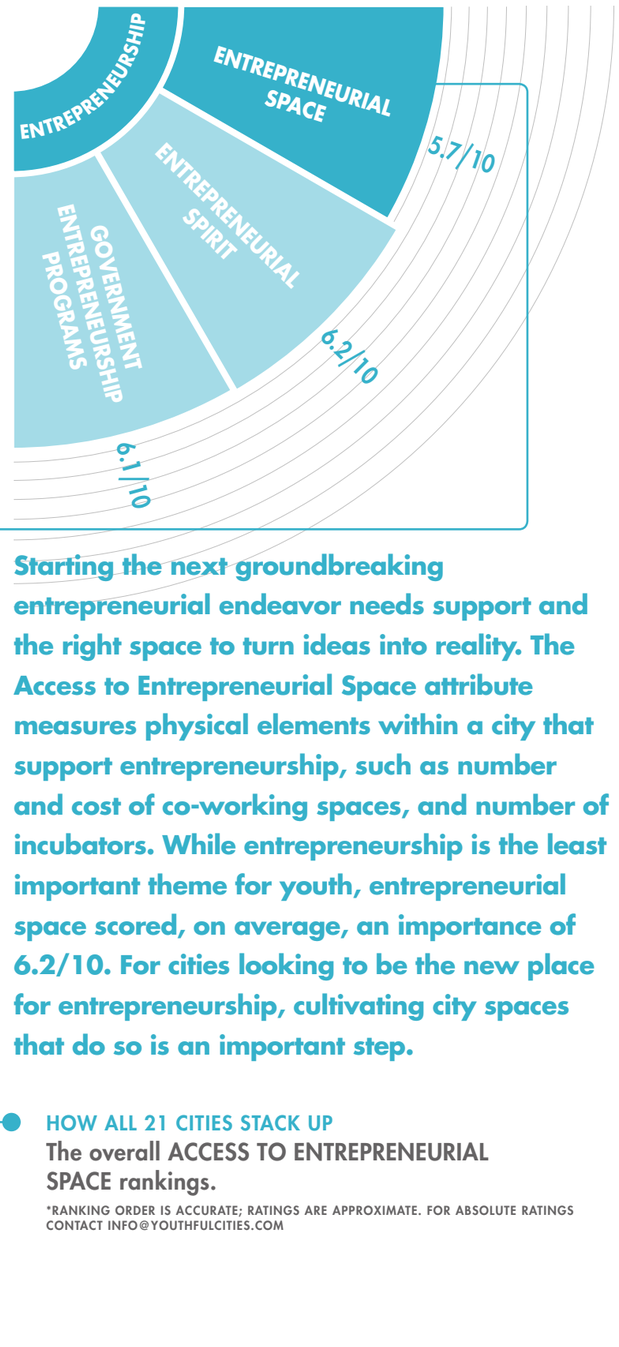
2019 WINNERS
The top 5 cities for ENTREPRENEURIAL SPIRIT in our 2019 YouthfulCities Urban Work Index are:

1ST TORONTO
2ND MONTREAL
3RD YELLOWKNIFE
4TH ST. JOHN'S
5TH VANCOUVER

ACCESS TO ENTREPRENEURIAL SPACE

RESULTS





Starting the next groundbreaking entrepreneurial endeavor needs support and the right space to turn ideas into reality. The Access to Entrepreneurial Space attribute measures physical elements within a city that support entrepreneurship, such as number and cost of co-working spaces, and number of incubators. While entrepreneurship is the least important theme for youth, entrepreneurial space scored, on average, an importance of 6.2/10. For cities looking to be the new place for entrepreneurship, cultivating city spaces that do so is an important step.

HOW ALL 21 CITIES STACK UP

The overall ACCESS TO ENTREPRENEURIAL SPACE 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 ACCESS TO ENTREPRENEURIAL SPACE attribute.

	1ST	2ND	3RD
Average cost of co-working space (per capita)	HAMILTON	SASKATOON	EDMONTON
Number of co-working spaces (per capita & count)	TORONTO	YELLOWKNIFE	MONTREAL
Number of entrepreneurship incubators (per capita & count)	TORONTO	CHARLOTTETOWN	VICTORIA

2019 WINNERS

The top 5 cities for ACCESS TO ENTREPRENEURIAL SPACE in our 2019 YouthfulCities Urban Work Index are:

1ST TORONTO

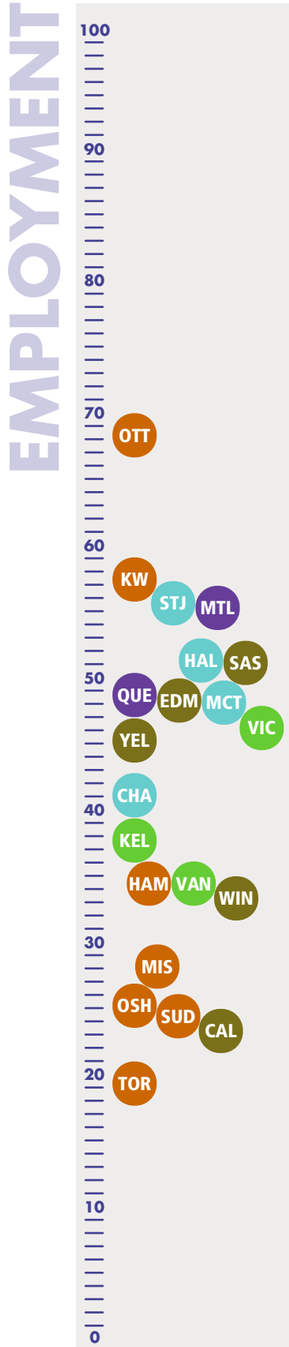
2ND CHARLOTTETOWN

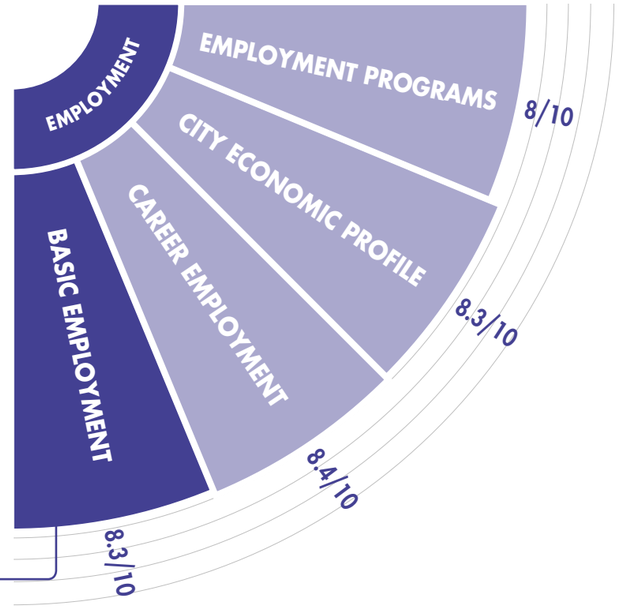
3RD SASKATOON

4TH YELLOWKNIFE

5TH MONTREAL

BASIC EMPLOYMENT
RESULTS





Even though we know that the future of work in cities is made of so much more, we couldn't in good faith put out an index without a few tried and true indicators related to work in cities. As such, the Basic Employment attribute looks at the youth unemployment rate, the change in the overall employment rate year-over-year, and the per capita number of new jobs created. Through these, we get a snapshot of employment opportunities in a given city. For youth, this was the second most important indicator in the employment theme and 4th overall, with an importance rating of 8.3/10.

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

HOW ALL 21 CITIES STACK UP
The overall BASIC EMPLOYMENT 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 BASIC EMPLOYMENT attribute.

	1ST	2ND	3RD
Change in unemployment rate	OTTAWA	SASKATOON	HALIFAX
Number of new jobs created (per capita)	HALIFAX	ST. JOHN'S	KITCHENER/WATERLOO
Youth unemployment rate	YELLOWKNIFE	VICTORIA	QUEBEC CITY

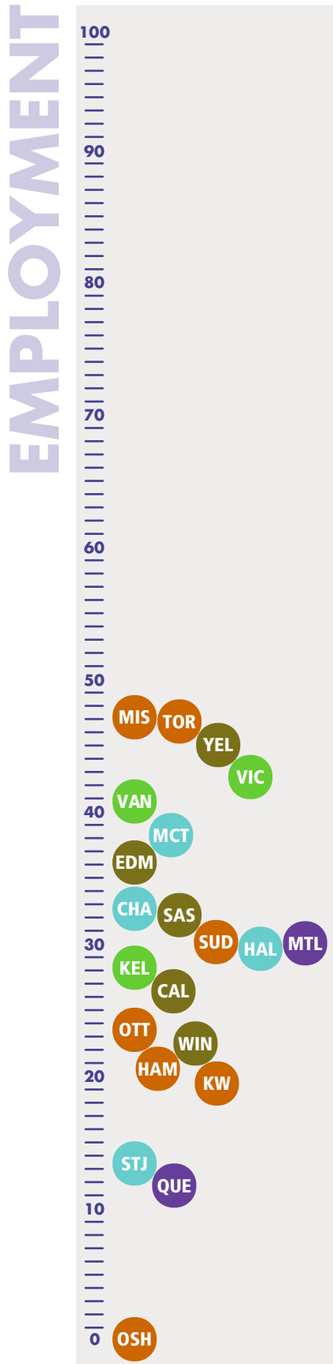
RBC found that the top skills for new jobs over the next four years are active listening, speaking and critical thinking.

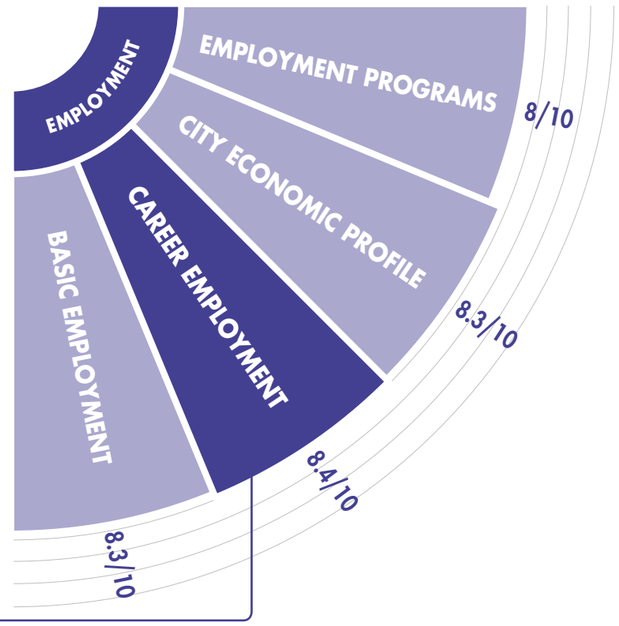
For more of RBC's research on the future of work, see *Humans Wanted: How Canadian Youth Can Thrive in the Age of Disruption*.

2019 WINNERS
The top 5 cities for BASIC EMPLOYMENT in our 2019 YouthfulCities Urban Work Index are:

1ST OTTAWA
2ND KITCHENER/WATERLOO
3RD ST. JOHN'S
4TH MONTREAL
5TH HALIFAX

CAREER EMPLOYMENT
RESULTS





Career Employment builds on the Basic Employment attribute by considering work opportunities that are linked to career pathways. It does so by looking at the proportion of youth full-time jobs compared to all jobs, and change over time of this indicator, as well as salary ranges and job openings in a city. This was the most important attribute in the Employment theme for youth, at 8.4/10, which points to a strong desire for youth to live in a city that provides long-term career growth opportunities.

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

HOW ALL 21 CITIES STACK UP
The overall CAREER EMPLOYMENT rankings.

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

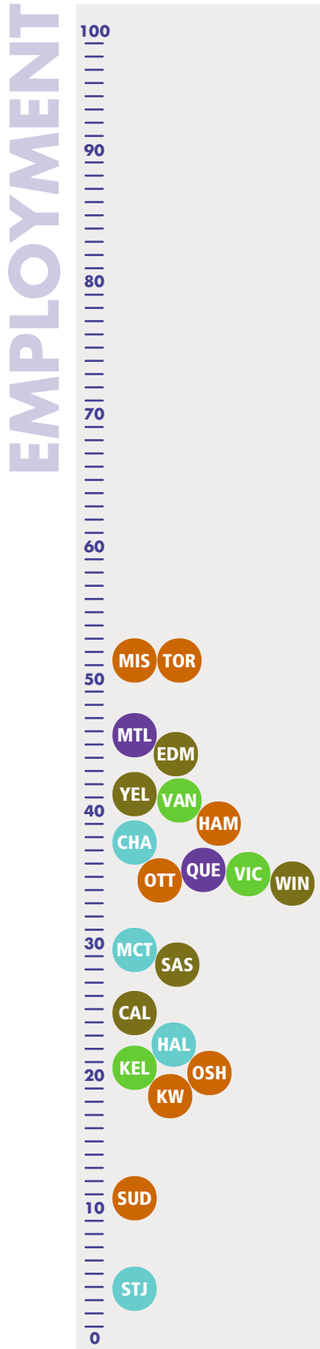
INDICATOR RANKINGS
How cities perform on the individual indicators that make up the CAREER EMPLOYMENT attribute.

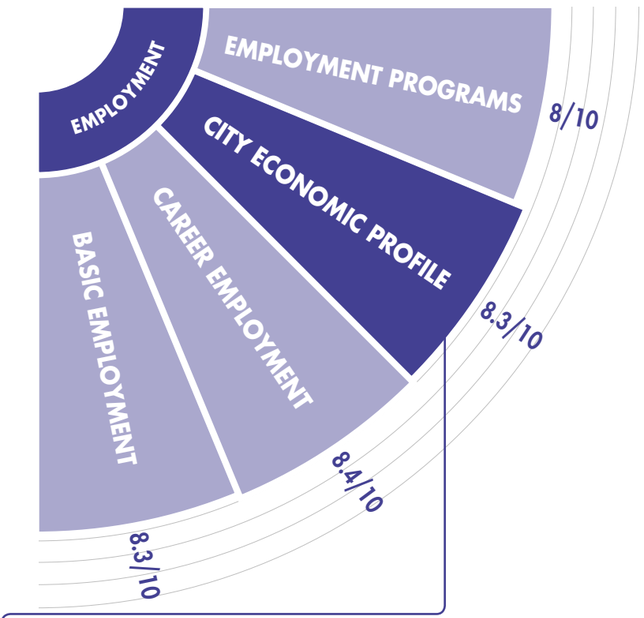
	1ST	2ND	3RD
Average salary range for available jobs from Indeed and Eluta	TORONTO	VANCOUVER	MISSISSAUGA
Change in youth full-time jobs as % of total	VICTORIA	HALIFAX	SASKATOON
Number of career-oriented entry-level jobs from Indeed and Eluta (per capita)	MISSISSAUGA	YELLOWKNIFE	KELOWNA
Youth full-time jobs as % of total employment	YELLOWKNIFE	VICTORIA	MONCTON

2019 WINNERS
The top 5 cities for CAREER EMPLOYMENT in our 2019 YouthfulCities Urban Work Index are:

1ST MISSISSAUGA
2ND TORONTO
3RD YELLOWKNIFE
4TH VICTORIA
5TH VANCOUVER

CITY ECONOMIC PROFILE
RESULTS





The City Economic Profile attribute considers the economic structure of cities using three lenses. First, it looks ahead to a future where automation plays a greater role in day-to-day work, and rewards those cities whose occupational clusters are best suited to remain resilient even in the face of increasing automation. Secondly, it rewards cities where there is greater parity among female and male earners in the same occupational clusters. Finally, it rewards cities whose income disparity is lower, using the GINI coefficient. Youth in our Urban Work survey rated this attribute 3rd overall, at 8.3/10.

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

HOW ALL 21 CITIES STACK UP
The overall CITY ECONOMIC PROFILE rankings.

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

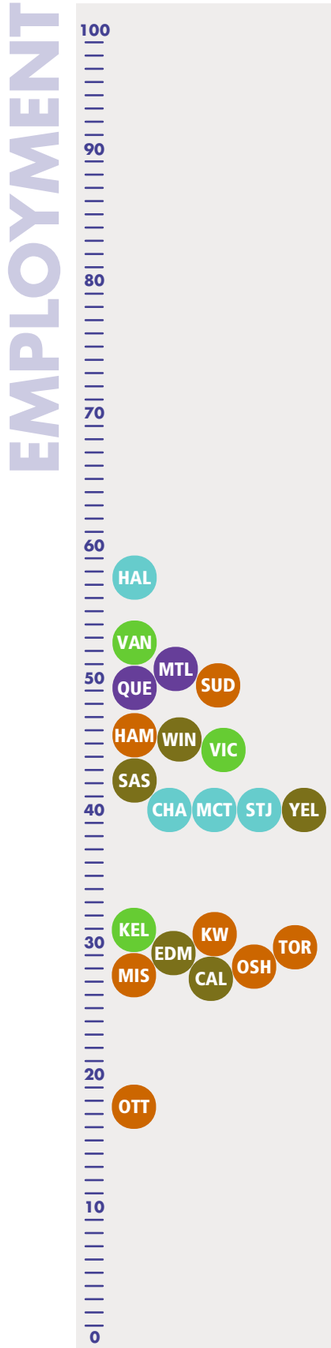
INDICATOR RANKINGS
How cities perform on the individual indicators that make up the CITY ECONOMIC PROFILE attribute.

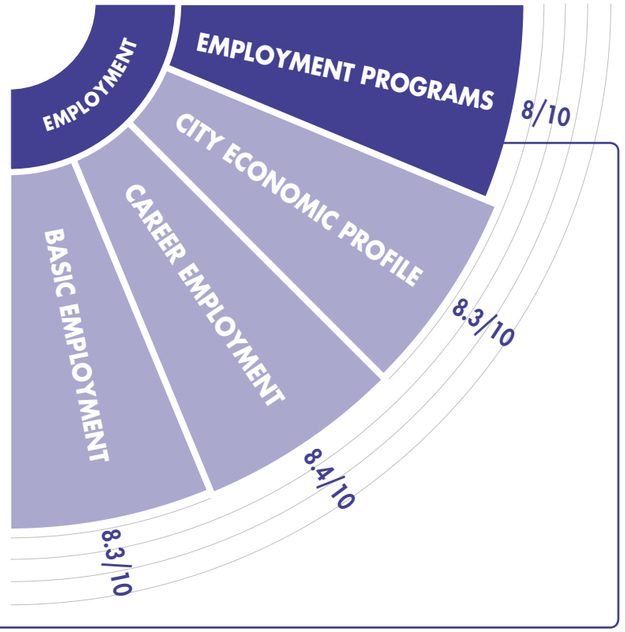
	1ST	2ND	3RD
Gender parity across average salary based on National Occupation Classification (NOC)	YELLOWKNIFE	HAMILTON	CHARLOTTETOWN
GINI coefficient - income disparity (provincial)	CALGARY	EDMONTON	SASKATOON
NOC profile and potential automation impact	MISSISSAUGA	TORONTO	MONTREAL

2019 WINNERS
The top 5 cities for CITY ECONOMIC PROFILE in our 2019 YouthfulCities Urban Work Index are:

1. 1ST — MISSISSAUGA (T-1ST)
2. 2ND — TORONTO (T-1ST)
3. 3RD — MONTREAL
4. 4TH — EDMONTON
5. 5TH — YELLOWKNIFE

EMPLOYMENT PROGRAMS
RESULTS





Dedicated youth employment programs are a key policy for assisting youth in their search for gainful employment. The Employment Programs attribute looks specifically at programs that are youth-focused, including municipal programming and youth employment centres. It makes the case that cities with targeted youth programs are a key way to retain young people who are searching for work within a city. Youth rated this attribute an 8/10 on importance.

HOW ALL 21 CITIES STACK UP
The overall EMPLOYMENT PROGRAMS 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 PROGRAMS attribute.

	1ST	2ND	3RD
Employment initiatives and programs scale	17 CITIES T-1ST CHARLOTTETOWN HALIFAX HAMILTON MONCTON MONTREAL QUEBEC CITY ST. JOHN'S SUDBURY VANCOUVER VICTORIA WINNIPEG CALGARY OSHAWA EDMONTON KITCHENER/WATERLOO MISSISSAUGA TORONTO		
Youth employment centres (per capita & count)	VANCOUVER	YELLOWKNIFE	SASKATOON

2019 WINNERS
The top 5 cities for EMPLOYMENT PROGRAMS in our 2019 YouthfulCities Urban Work Index are:

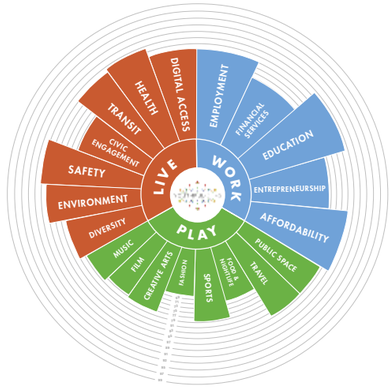
1ST HALIFAX
2ND VANCOUVER
3RD MONTREAL
4TH SUDBURY
5TH QUEBEC CITY

YOUTHFULCITIES CANADA

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
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 INFRASTRUCTURE

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. And, we are illuminating youthful stories around the world. This leads to the cities becoming more connected, dynamic, open, fun, curious, and inventive – in other words, more youthful cities.

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RBC.COM/FUTURELAUNCH

for their help in making the Urban Work Index a reality.

Some of the governments we have already worked with:

Government of Ontario
City of Toronto
City of Vancouver
City of North Vancouver
City of Brampton
City of Hamilton
City of Lethbridge
City of Port Coquitlam
City of Victoria

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