



New York named ‘Youthful City of the Year’

- *Top three cities are New York, London and Berlin*
- *YouthfulCities Index ranked 55 cities from across the world using 101 indicators*

London, 30 April 2015: NEW YORK was today named ‘2015 Youthful City of the Year’ in the largest ever study into how the world’s top cities measure up from the perspective of youth.

New York edged London to take the top spot, after the research scored the city particularly highly in terms of Music, Film and Fashion. London was a close second, scoring well in Health and Travel while Berlin was found to have high levels of digital access. Last year’s winner, Toronto, dropped to sixth place in the new ranking.

Part of a larger venture challenging youth to regenerate the worlds biggest cities, the 2015 YouthfulCities Index ranked 55 cities from across the globe using 101 different indicators across urban attributes such as transit, employment and sports.

The initiative is the first attempt to quantify which cities are most attractive and suited to young people aged 15-29. It sets a leading edge view of cities that are on the rise.

Youth are great equalizers in the urban context. Almost all world regions have a city in the top 20. USA/Canada – 9 cities; Europe – 5 cities; Asia – 3 cities with Tokyo tops at 12th; Latin America – 2 cities with Mexico City leading in 9th, and the Middle East with Tel Aviv in 14th. The leading African city was Johannesburg (35th). All six global regions had cities among the bottom 25 cities in the index.

Sonja Miokovic, co-founder of YouthfulCities said: “We are at a time of unprecedented opportunity to transform the places we live, work and play by engaging the world’s largest untapped resource - youth! Half of the world’s population is under 30 years old and half now live in cities. Youth and cities – especially the largest ones - will together shape the future of the planet. That’s why it is essential for cities to appeal to youth and actively find ways to unlock their potential.

“This index creates a wealth of comparable knowledge based on what is important to youth. This understanding is critical for city leaders and urban designers committed to making smarter choices that attract and enable young people to fulfill their ambitions.”

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Note to Editors

YouthfulCities is leading a unique urban regeneration. We are building global youth (15-29 years old) networks. We are going deep into youth-driven urban knowledge. We are generating inventive solutions from youth outward. And, we are illuminating youthful stories. This leads to the 100 biggest cities and their almost one billion inhabitants becoming more connected, dynamic, open, fun, curious and inventive. In other words, more youthful cities. It's a bold direction for a social enterprise that's only two years old. But we're not shy about it.

Each year with the help our booming Urban Decoder Network we:

Survey youth through the YouthfulCities Urban Attitudes Survey. Gauging opinions of 10s of thousands of youth (15-29 year olds) globally

Rank cities through the YouthfulCities Index – now ranking 50+ cities around the globe.

Gather young innovators and influencers at the YouthfulCities Global Summit

Work with open-minded businesses and municipalities to investigate and inspire youthfulness

And there is so much more to come.

YouthfulCities - transforming a billion urban experiences through.....youthfulness

2015 YouthfulCities Index Global City Rankings

Rank	Region	City	2015 OVERALL Score	2014 Index Rank
1	USA/Can	New York City	1024.12	Toronto
2	Europe	London	1001.46	Berlin
3	Europe	Berlin	924.37	New York City
4	USA/Can	San Francisco	915.93	Dallas
5	Europe	Paris	886.59	Paris
6	USA/Can	Toronto	874.84	Chicago
7	USA/Can	Chicago	874.25	London
8	USA/Can	Los Angeles	871.44	Los Angeles
9	Latin America	Mexico City	860.42	Tokyo
10	Europe	Amsterdam	858.79	Seoul
11	USA/Can	Washington	836.77	Buenos Aires
12	Asia	Tokyo	836.64	Mexico City
13	USA/Can	Boston	811.02	Rome
14	Middle East	Tel Aviv	810.86	Johannesburg
15	Europe	Warsaw	804.85	Lima
16	Asia	Sydney	798.99	Mumbai
17	USA/Can	Vancouver	797.12	Sao Paulo
18	USA/Can	Montreal	791.42	Bogota
19	Asia	Hong Kong	790.69	Istanbul
20	Latin America	Santiago	789.18	Shanghai
21	Asia	Seoul	783.22	Cairo
22	Europe	Madrid	781.38	Manila
23	USA/Can	Dallas	780.69	Lagos
24	Europe	Rome	764.62	Nairobi
25	USA/Can	Detroit	764.57	Kinshasa
26	Latin America	Rio De Janeiro	759.16	
27	Latin America	Buenos Aires	758.97	
28	Asia	Osaka	757.98	

29	Latin America	Bogota	750.92		
30	Europe	Moscow	748.91		
31	Latin America	Sao Paulo	744.02		
32	Latin America	Lima	738.90		
33	USA/Can	Miami	732.53		
34	Latin America	Quito	728.38		
35	Africa	Johannesburg	708.91		
36	Middle East	Tehran	704.10		
37	Asia	Shanghai	691.07		
38	Asia	Karachi	687.86		
39	Asia	Singapore	682.55		
40	Asia	Mumbai	680.99		
41	Asia	Jakarta	676.63		
42	Asia	New Delhi	676.16		
43	Europe	Istanbul	666.32		
44	Africa	Casablanca	644.11		
45	Asia	Bangkok	642.59		
46	Asia	Manila	637.02		
47	Africa	Durban	635.32		
48	Middle East	Cairo	623.69		
49	Africa	Lagos	615.00		
50	Middle East	Dubai	612.47		
51	Africa	Nairobi	595.92		
52	Middle East	Beirut	545.02		
53	Africa	Dar Es Salaam	515.38		
54	Latin America	Caracas	486.16		
55	Africa	Accra	433.49		

Our Index Methodology

The YouthfulCities Index is the result of an inclusive six-month process, engaging hundreds of youth researchers around the world.

Data for the second annual YouthfulCities Global Index was collected between September 2014 and April 2015 and largely reflects information current for 2013-2014.

In November 2013 we launched the first YouthfulCities Global Index. Using primary and secondary data sources, it ranked 25 cities across 80 indicators for a total of 2000 data points. Since then we've nearly tripled our research database and more than doubled our list of cities. The result is that the second Index paints an even more robust, informed and reliable picture of how each city stacks up against the priorities of youth around the world.

One of our greatest challenges was developing a research methodology that provides results that are comparable across all cities.

Our methodology is made up of two key steps:

1. **Determining what to measure in cities.** We use our Urban Attitudes Survey: A quantitative survey of 9000 youth living in cities around the world, asking what is important to youth about their cities. This led us to establish 20 Urban Attributes for measurement across all 55 cities.
2. **Collecting data to measure important attributes of cities:** YouthfulCities Index: A massive global database that measures, compares and ranks the 55 cities in our Index across 20 Urban Attributes using a total of 101 indicators. The indicators consist of primary and secondary data that Urban Decoders - our globally dispersed team of young urban researchers - collect locally and submit using collaborative, cloud-based research workbooks.

IMPORTANT NOTE: *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. ie. Safety is more important to youth than Fashion so the Index scores reflect this through weighting of scores based on the Survey results.*

Checking the primary and secondary YouthfulCities Global 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 Global Index data

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

- Where necessary, data is converted to metric units
- All cost-based data is normalized to US dollars, measured against the average value of the local currency, January 1st to December 31, 2013
- 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 the majority of the cities in our Index, we measure all cost indicators relative to one hour of minimum wage labour in US dollars in each city. For example:
 - If minimum wage in a city is \$10 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. Given the different intervals of census deliveries and alternate data source availability, for some indicators we needed to compare data from different years. As a rule we only go back as far as five years.

Scale and boundary issues

For a very small number of indicators, city level data was unavailable. In these cases we collected data from province/state or national 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 55 cities in the YouthfulCities Global Index are ranked using a scoring system that takes the normalized data from each of the 101 indicators and translates every data point into weighted scores via the following:

- For each indicator we have decided if a high number or a low number is the most desirable for youth. For example:
 - In the number of entrepreneurship incubators indicator, a higher number of entrepreneurship incubators wins; versus,
 - In the youth unemployment indicator, a lower youth unemployment rate wins.

- Raw scores are then translated into a value out of 100 using a relational scoring system:
 - For high number indicators the highest number gains 100 points for that city
 - For low number indicators the lowest number gains 100 points for that city
 - Points are then allocated to other cities based on a differential equation
 - $100 - (\text{net difference to winning number} \times \text{differential ratio})$

- Each city's points are then translated into weighted scores based on the importance rankings determined for each urban attribute. Importance rankings come from the 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 10 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.

Imputed data

While reliable, robust and defensible data is available for the overwhelming majority of our indicators across all 55 cities, in an extreme minority of cases (<2%) reliable data simply does not exist. Where data does not exist we take a regional average in order to assign a score.