



## Major cities at risk of losing Millennials within next decade

- *Largest ever urban youth survey identifies safety, employment and affordability as key factors pushing a generation out of their city*
- *YouthfulCities survey tracked opinions of 15,000 Millennials in 34 cities globally*

**London, 17 May 2016:** The cost of living, limited employment opportunities and safety concerns will force millions of young people living in urban areas to consider a move to alternative cities over the next ten years, according to new figures released today.

The YouthfulCities Urban Millennial Survey, now in its third year, is the largest ever survey of the views of youth in cities throughout all regions of the world.

YouthfulCities, an organisation which helps cities understand and engage the Millennial Generation, regularly ranks the top cities from a youth perspective through its Index.

The survey provides a good indicator of the views of young people by examining how 15-34 year olds feel about the infrastructure needs of their cities and the benefits and challenges of city life from their perspective.

It found that 58% of Millennials surveyed said they plan to leave their city within the next 10 years, citing affordability, employment and safety as key drivers.

Robert Barnard, co-founder of YouthfulCities said: “The threat of mass Millennial Generation migration will create winning and losing cities. This generation, like no other before it, will vote with their feet to find cities they can prosper in. The world is a more open place than ever, reducing the barriers to move. Some cities will seize this unprecedented opportunity. Others will be left behind.”

The report identified a generation that is happy, healthy and creative, but concerned that they won't earn as much as their parents - just 31% of those surveyed said they felt they would be better off financially.

Sonja Miokovic, co-founder of YouthfulCities said: “Millennials are a powerful economic and social force so it is no surprise that city leaders around the world are clamouring over each other to crack the code of understanding them.”

The Urban Millennial Survey exposes the fact that only 17% of Millennials feel that their city governments are listening to them. However, 55% of youth want to participate in meetings about the future of their city. The results clearly show that Millennials want to be engaged, they recognise the economic importance of living in a youthful city and they want to help create it.

Other report findings include:

- Millennials confirm that a youthful city is one that is connected, dynamic, open, curious, inventive and playful.
- Millennials believe a youthful city delivers big benefits like more jobs, a better economy and a happier population.
- Only 36% of Millennials believe their city is youthful.

For a link to the summary report:

[http://media.wix.com/ugd/3a3a66\\_0ef21ccdc3384534a39e31720a761dce.pdf](http://media.wix.com/ugd/3a3a66_0ef21ccdc3384534a39e31720a761dce.pdf)

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## Note to Editors

### About YouthfulCities

YouthfulCities helps cities understand and engage the Millennial Generation. We are building global Millennial Generation networks to help cities. We are going deep into youth-driven urban knowledge about cities. We are generating inventive urban solutions for cities. And, we are illuminating youthful stories about cities. All this leads to more connected, dynamic, open, fun, curious and inventive cities - more youthful cities.

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

- Survey youth through the *YouthfulCities Urban Millennials Survey*. Gauging opinions of 15,000 of thousands of youth (15-34 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 leading municipalities and urban-focused businesses to investigate and inspire youthfulness in cities.

### About Survey Methodology

#### Sample Details

- Total Global Respondents across 55 cities: 18800.
- Total respondents in final 34 cities with minimum of 150 responses/city: 15931.
- **Final weighted sample: 15030.**
- Collection timing: August 2015-January 2016.
- Collection Method: Through an online/mobile and paper-based intercept surveying.

### **About Survey design and collection?**

YouthfulCities' HQ team has more than 30 years of research design experience and two previous Urban Millennials Surveys completed. Using this experience the team developed a [51 question] questionnaire. It was tested with youth around the world to ensure clarity.

Next we recruited Research Fellows in almost all of the cities represented in the report. They were trained and then tasked with promoting the Survey and collecting responses from a representative sample of local youth.

### **What did the Survey ask?**

There are three main sections in the Survey:

1. About You: This section captured demographic details and psychographic questions.
2. About Your City: This section focused on urban attributes, the Survey asked three questions:
  - a. How important is this attribute to you, on a scale of 1-10?
  - b. How well do you think your city is performing on this attribute, on a scale of 1-10?
  - c. What is the biggest issue facing your city right now that needs to be resolved in the next few years?
3. About Youthfulness: This section asked a few questions based around the concept of a youthful urban attitude. A number of which were focused on municipal governments and leadership.

### **Statistical Confidence Level**

Based on the variability among those cities, we compute that a 95% confidence interval around the overall average would be about +/- 4.6% for top 3 box in terms of the felt importance of affordability (i.e., the proportion of people who felt affordability was 'important'), and + / - 2.2% for the average importance of affordability, as summary statistics of these data, and inferentially for comparable cities around the world.

### **For more information, please contact:**

London - Gabriella Siciliano, Edelman [Gabriella.Siciliano@edelman.com](mailto:Gabriella.Siciliano@edelman.com) +44 20 3047 4164  
Toronto - Victoria Ptashnick, Edelman [Victoria.Ptashnick@edelman.com](mailto:Victoria.Ptashnick@edelman.com) +1 (416) 850-0184 (x5395)