

# Evolving Workforce Trends

*for Alberta's young talent*

Location



Weather



Rent price



Transit near me



Things to do



Find a home



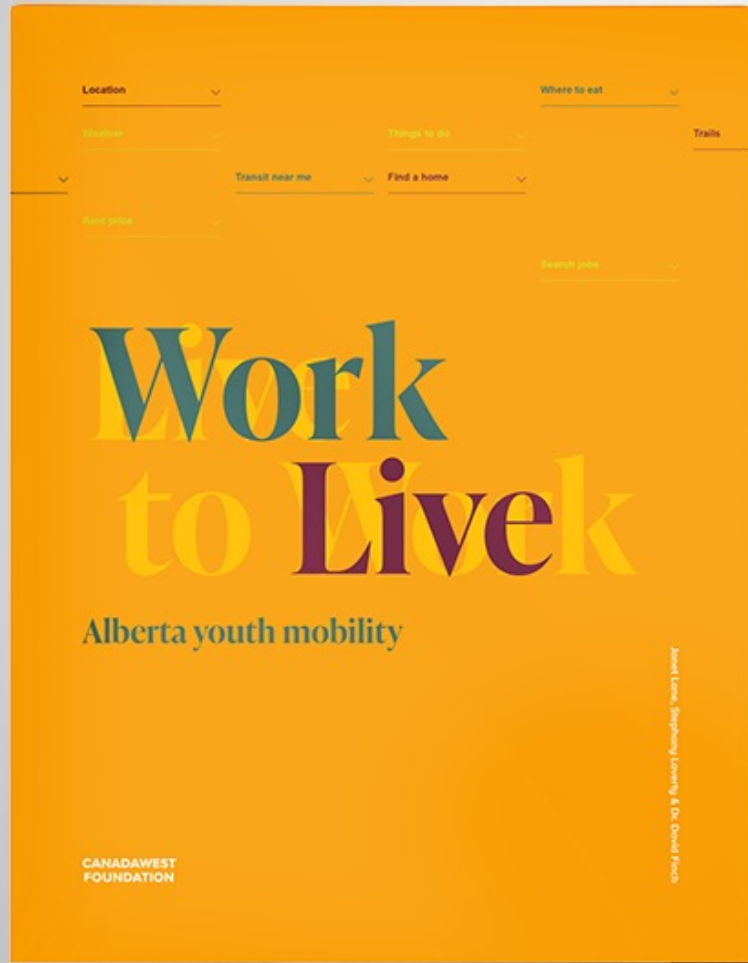
Where to eat

Search jobs

Key considerations for retaining  
and engaging future leaders

## Work to Live

Alberta youth migration



## The Young are Restless

Western youth migration

# Work to Live

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## **Our research question**

“Identify social and environmental challenges and opportunities Alberta faces in retaining and attracting young talent to the province.”

## **Our methodology**

- 12 Focus Groups
- 4 months of Social Media Sentiment Analysis
- Segmentation Analysis – 7 segments
- Survey ~ 1100 Alberta, 400 YVR, 400 YYZ, 95 KW and 18-45 year olds
- Other research

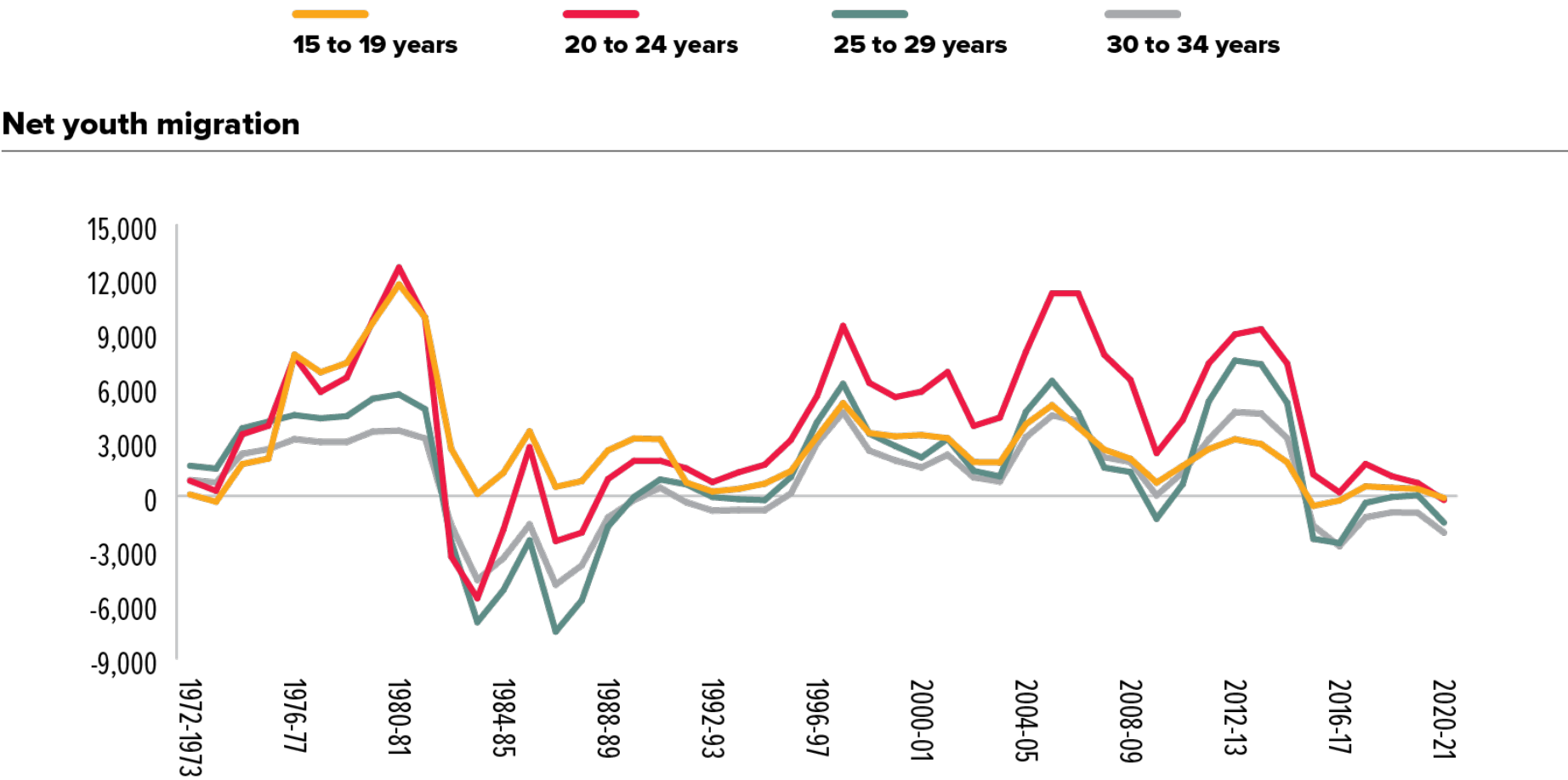
# The Young are Restless

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## **Our research question**

- Are youth in the other Western provinces following similar trends to those seen in Alberta in terms of net youth outmigration?
- What is the economic context behind these trends?

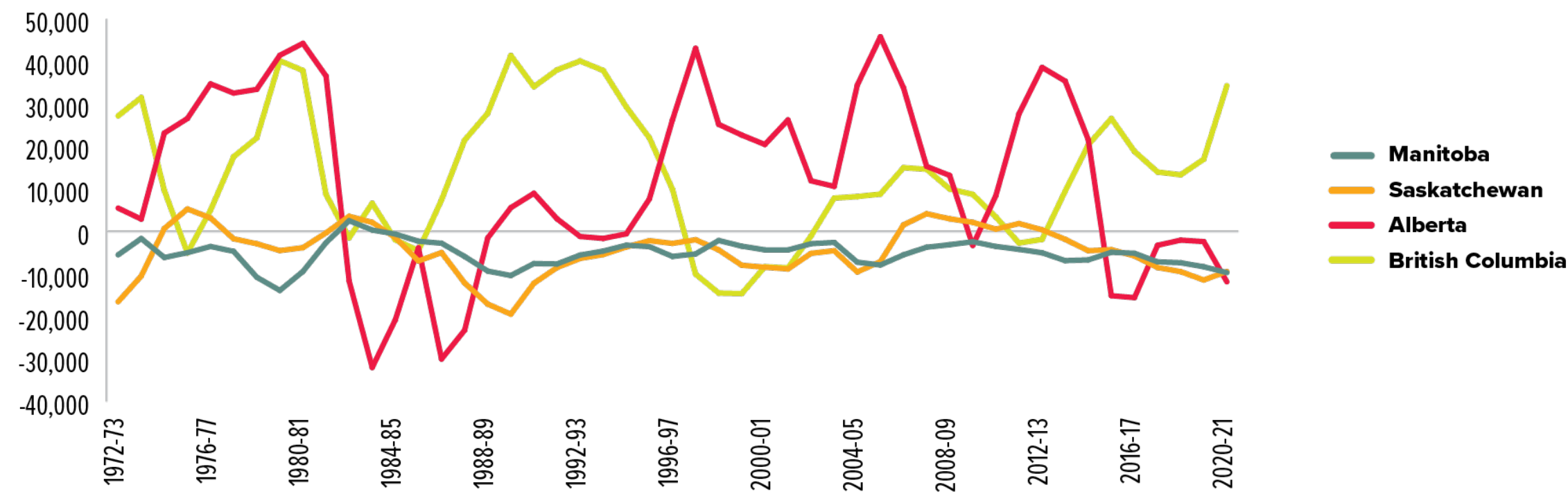
# Alberta youth migration (15-34)



Source: Statistics Canada Table: 17-10-0015-01

# Net interprovincial youth migration (15-34)

Western Canada by province



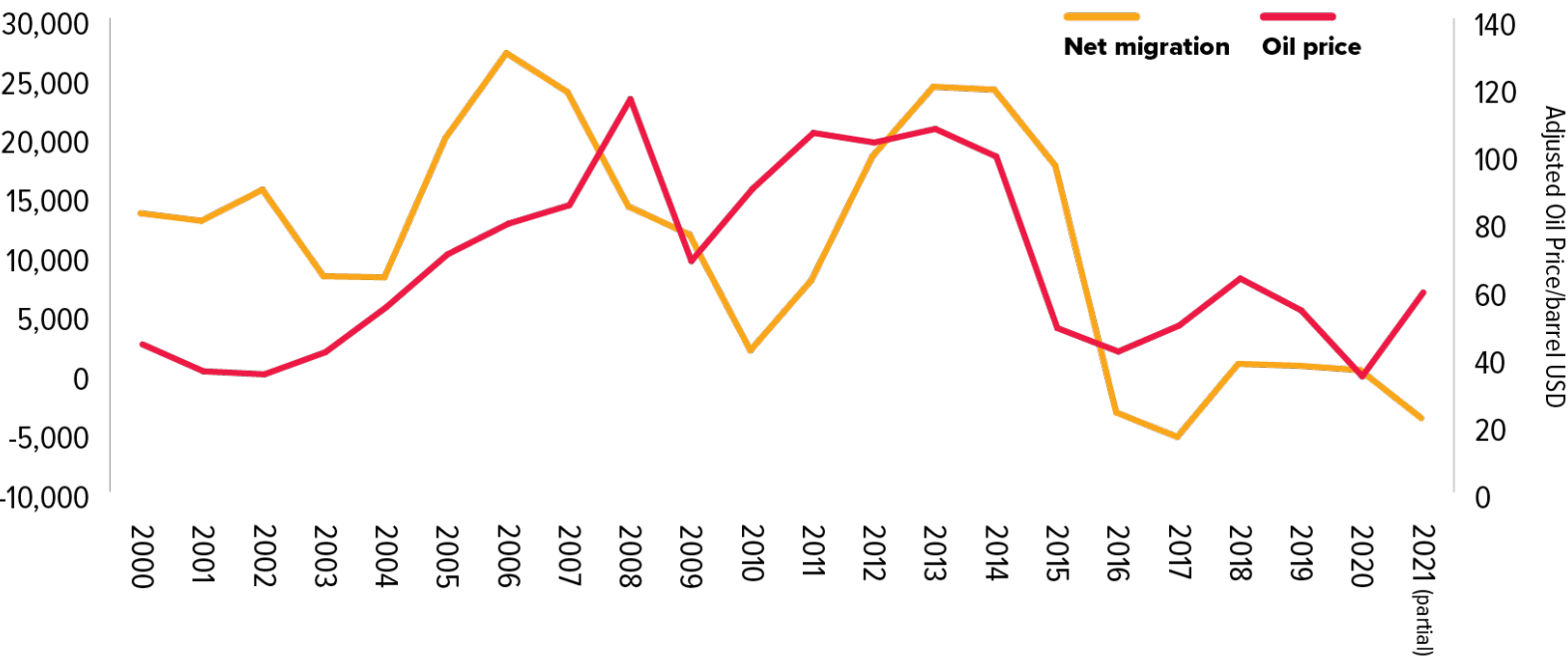
Source: Statistics Canada. Table 17-10-0015-01

# Economic Conditions

# Youth migration and oil prices

Figure 2

## Alberta's net youth migration and oil prices\*



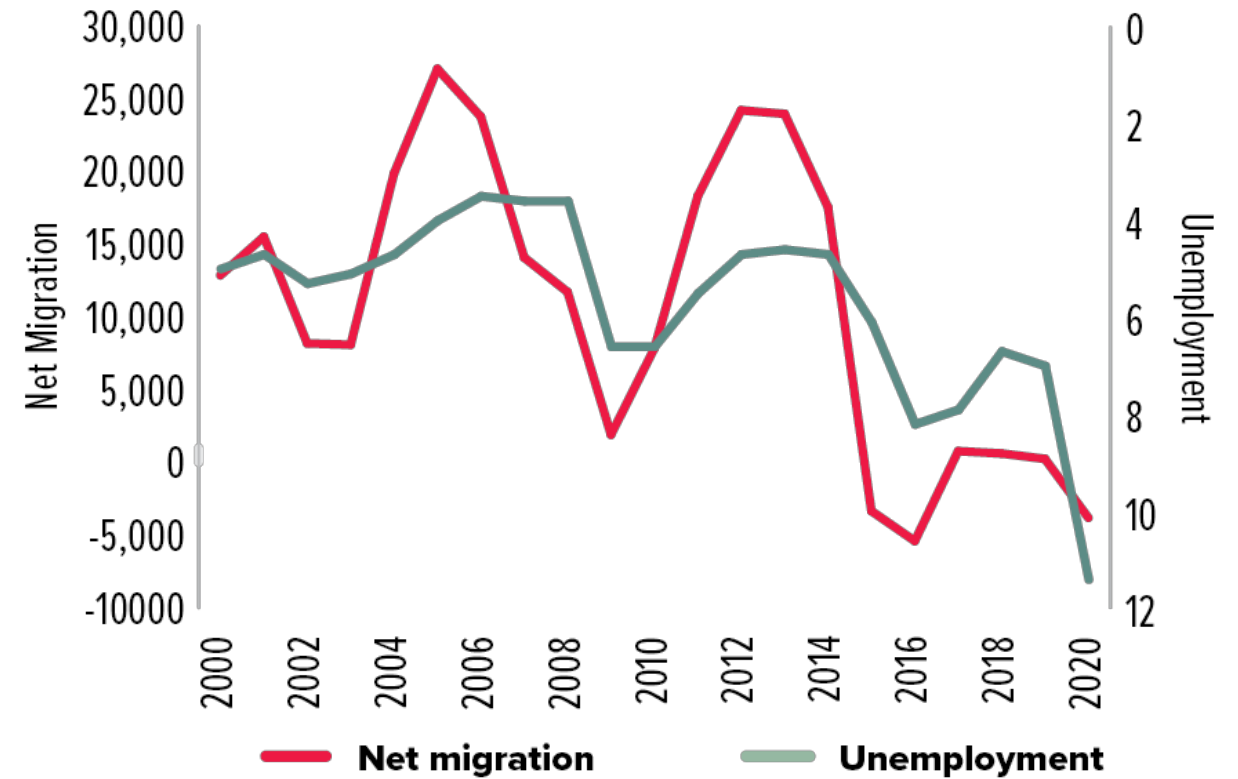
\* Source: Statistics Canada Table: 17-10-0015-01  
<https://inflationdata.com/articles/inflation-adjusted-prices/historical-crude-oil-prices-table/> <sup>5</sup>

\*Prices are based on historical free market (stripper) oil prices of Illinois Crude as presented by [Illinois Oil and Gas Association](#) and [Plains All American Oil](#). Typically, Illinois Crude is a couple of dollars cheaper per barrel than West Texas Intermediate (WTI) because it requires a bit more refining. Statistics Canada Table: 17-10-0015-01



## Alberta youth migration correlates with unemployment

### Alberta



Source: Statistics Canada. Tables 17-10-0015-01 and 14-10-0327-01

## Job vacancy changes across western provinces

**Table 6: Increase in job vacancies (Q3 2019 To Q3 2021) by sector, by province**

	Manitoba	Saskatchewan	Alberta	British Columbia
<b>ALL</b>	52.4%	82.7%	63.3%	48.3%
<b>Agriculture, forestry, fishing and hunting</b>	105.9%	108.6%	-9.3%	-28.8%
<b>Mining, quarrying, and oil and gas extraction</b>	n/a	57.9%	159.7%	45.3%
<b>Utilities</b>	n/a	-16.7%	32.1%	60.5%
<b>Construction</b>	46.9%	228.3%	110.9%	81.6%
<b>Manufacturing</b>	43.4%	39.3%	91.9%	43.4%
<b>Wholesale trade</b>	26.6%	23.1%	31.0%	39.9%
<b>Retail trade</b>	33.1%	36.7%	60.5%	32.9%
<b>Transportation and warehousing</b>	105.7%	121.2%	40.8%	44.6%
<b>Information and cultural industries</b>	203.3%	38.0%	70.8%	25.2%
<b>Finance and insurance</b>	3.6%	122.4%	46.6%	39.0%
<b>Real estate and rental and leasing</b>	n/a	n/a	28.9%	36.5%
<b>Professional, scientific and technical services</b>	51.4%	121.5%	31.5%	33.8%
<b>Management of companies and enterprises</b>	n/a	11.1%	60.4%	70.4%
<b>Administrative and support, waste management and remediation services</b>	70.7%	75.7%	14.6%	56.1%
<b>Educational services</b>	138.2%	78.3%	5.8%	0.5%
<b>Health care and social assistance</b>	23.7%	94.8%	69.4%	87.3%
<b>Arts, entertainment and recreation</b>	89.1%	7.5%	62.1%	84.4%
<b>Accommodation and food services</b>	148.2%	137.9%	95.7%	68.9%
<b>Other services (except public administration)</b>	-3.9%	23.9%	51.2%	28.2%
<b>Public administration</b>	80.4%	74.3%	21.9%	43.8%

Source: Statistics Canada Table: 14-10-0326-01

# Youth income

Figure 13: Annual wages for 16-24-year-olds

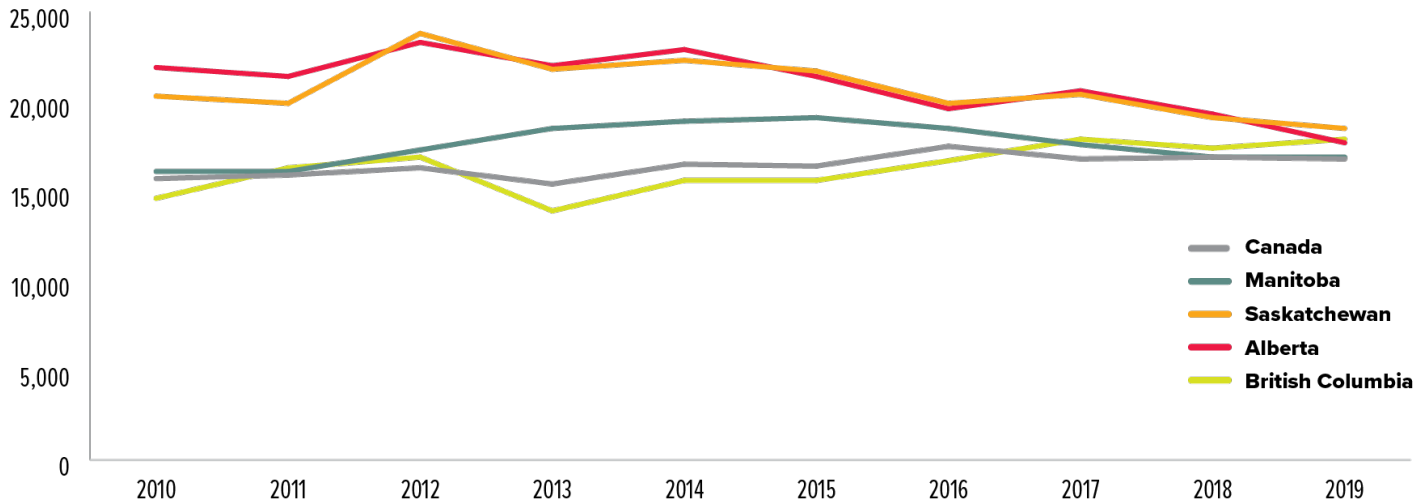
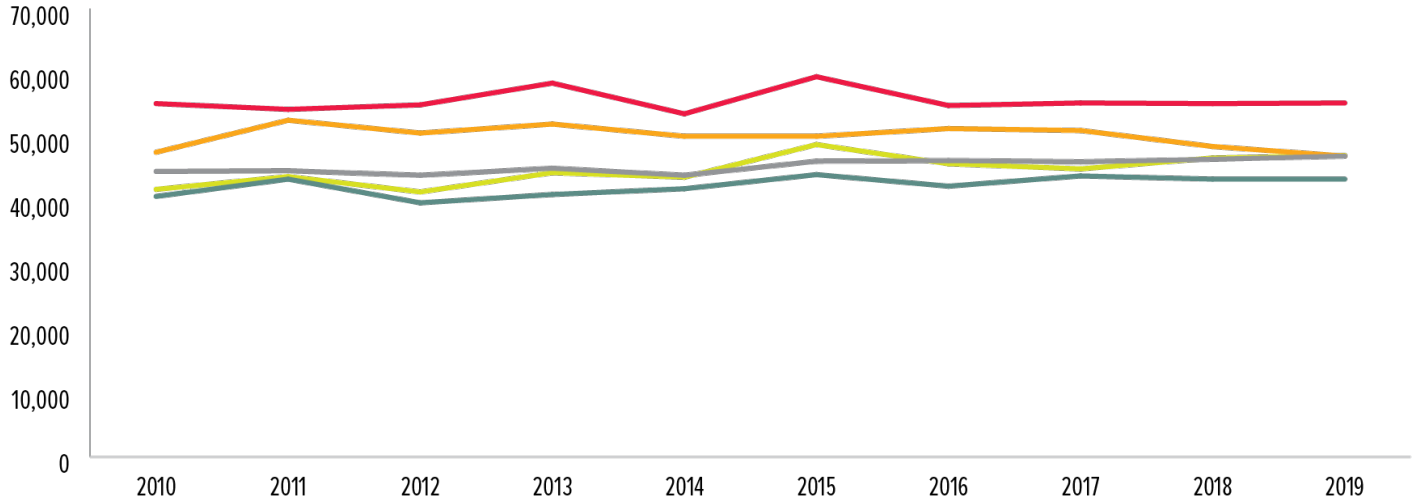


Figure 14: Average wages for 25-34-year-olds



Source: Statistics Canada. Table 11-10-0239-01

# Housing affordability over time

**Table 10: Housing affordability over time**

	Q3 2010	Q4 2012	Q2 2014	Q2 2016	Q2 2018	Q2 2020	Change %
<b>British Columbia</b>	11.5	11.2	12	13.9	14.7	13.4	16.5%
<b>Ontario</b>	7.2	8	8.9	10.1	10.7	11.2	55.6%
<b>Quebec</b>	6.2	6.7	6.1	6.2	6.4	6.7	8.1%
<b>Alberta</b>	6.7	6.8	6.8	7	6.6	6	-10.4%
<b>Manitoba</b>	5.3	6.2	6.1	5.9	6.1	6	13.2%
<b>Nova Scotia</b>	4.8	5.1	4.7	5	5.6	5.7	18.8%
<b>Prince Edward Island</b>	4	4.3	3.8	4.1	5	5.5	37.5%
<b>Saskatchewan</b>	5.3	6.1	6	5.9	5.6	5	-5.7%
<b>Newfoundland/Labrador</b>	5.3	6.2	5.7	4.7	4.7	4	-24.5%
<b>New Brunswick</b>	3.9	4.1	3.8	3.6	3.8	3.8	-2.6%
<b>Canadian average</b>	7.4	7.8	8.5	9.6	9.5	9	21.6%

Source: <https://www.livingin-canada.com/house-affordability-canada.html>. Affordability measured by the number of years of gross average wage needed to buy an average house.

# Domestic post-secondary enrolment

**Table 3: PSE enrolments of domestic students (2015-2019) (% change)**

Canada	ON	MB	SK	AB	BC
-1.6%	-1.6%	-2.3%	-2.6%	6.5%	-0.8%

Source: Statistics Canada. Table: 37-10-0015-01

# Domestic post-secondary completion rates

**Table 4: Domestic graduates (2015-2019) out of the potential youth population in 2019**

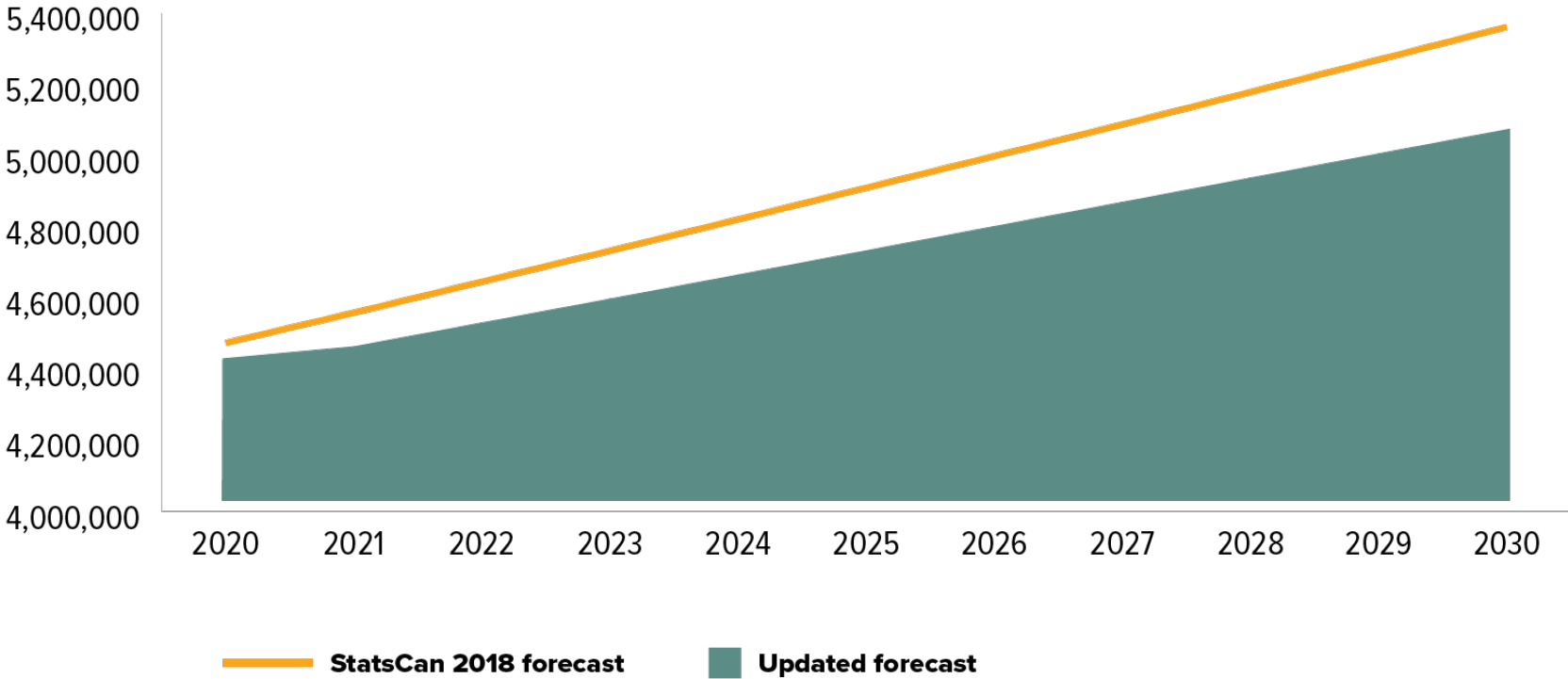
	Canada	ON	MB	SK	AB	BC
<b>2019 Population aged 15-29</b>	7,216,357	2,937,380	282,212	227,104	850,778	979,778
<b>Domestic PSE graduates 2015-2019</b>	2,324,106	918,162	56,826	48,255	195,867	276,351
<b>Share</b>	32.2%	31.3%	20.1%	21.2%	23.0%	28.2%

Source: Statistics Canada Tables 37-10-0164-01 and 17-10-0005-01

# Alberta's aging population

Figure 3

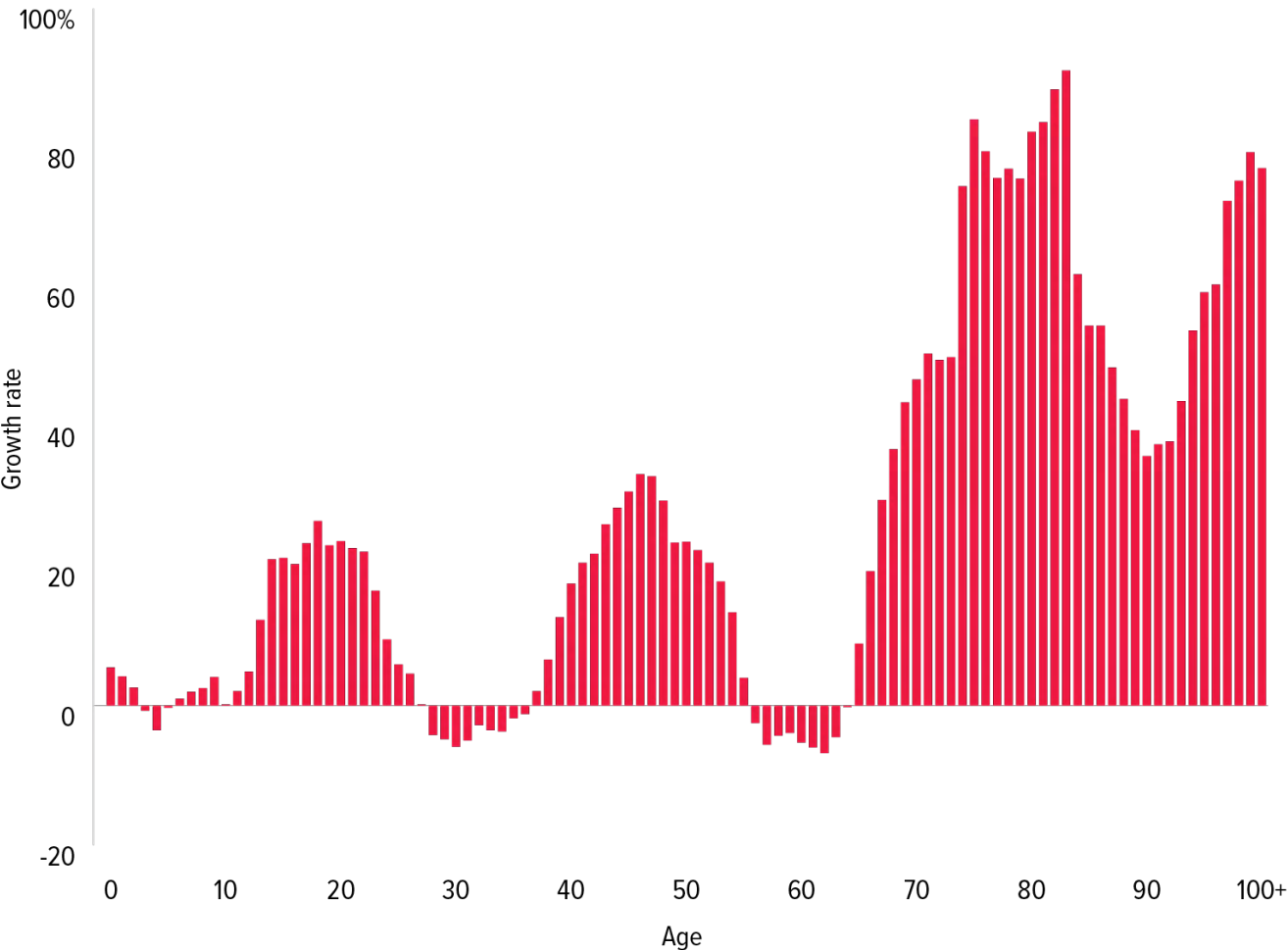
## New projected growth for Alberta (2030)



# Alberta's aging population

Figure 4

## How Alberta will age between 2020 and 2030





# Youth Mobility

Figure 7

## Talent mobility framework

### Talent mobility framework

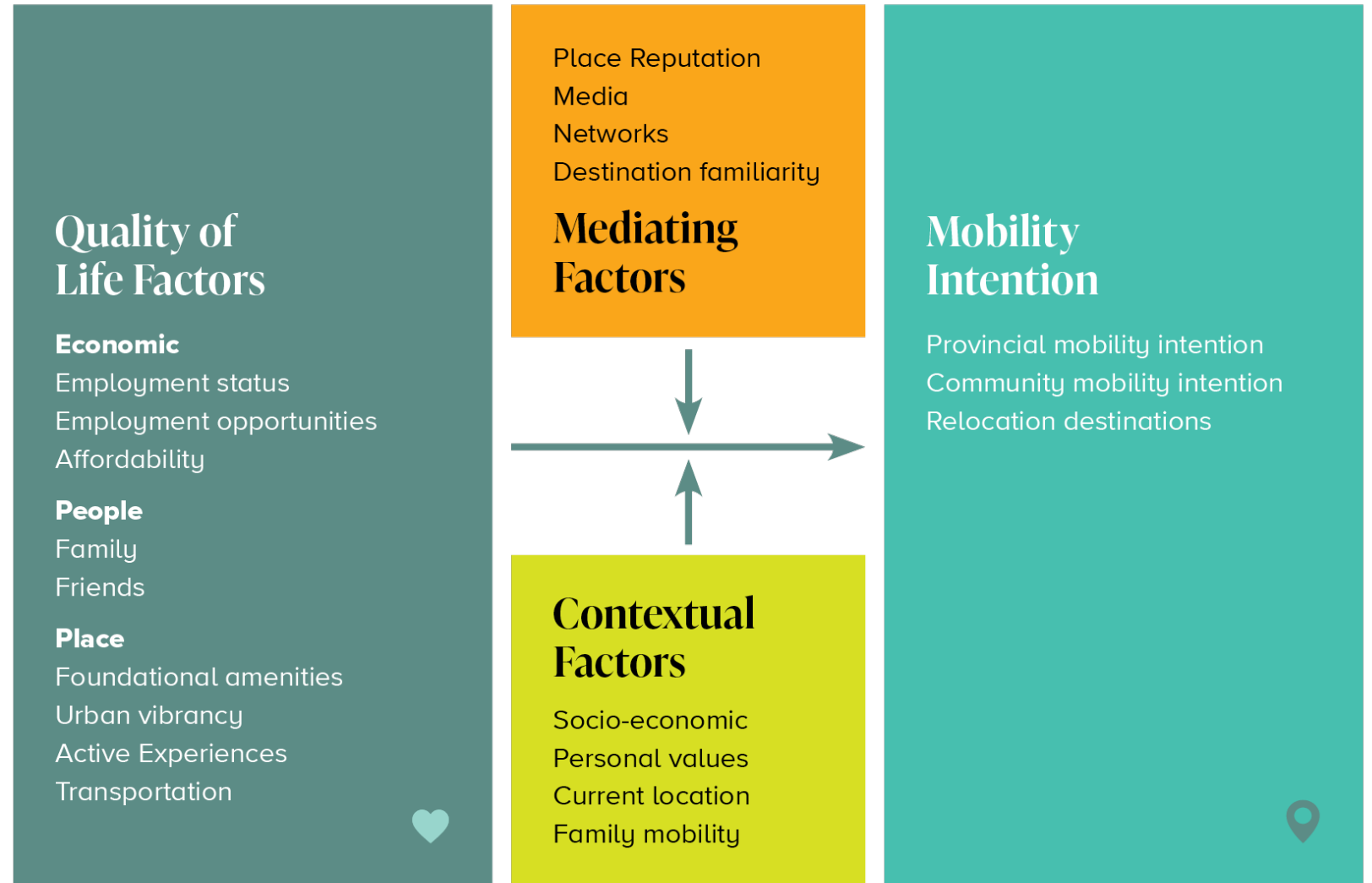


Table 6

Likelihood survey respondents would consider leaving their home province

		Calgary	Edmonton	Northern Alberta	Central Alberta	Southern Alberta	Vancouver	Toronto
I would move from the province I live in:	For a better quality of life	65%	67%	64%	55%	52%	51%	49%
	For a specific job offer	67%	68%	51%	46%	51%	48%	51%
	For better employment opportunities	66%	64%	56%	52%	48%	48%	46%
	To be closer to family	28%	29%	31%	19%	29%	31%	29%

**Table 7**

## Factors considered important in considering a move to a location

		Consider very important
<b>Economic Factors</b>	Career opportunities	93%
	Lower cost of living/housing costs	88%
	Diverse economy	82%
<b>Place Factors</b>	Clean and safe community	96%
	Easy city/community to get around in	92%
	Inclusive city/community – welcoming of everyone	87%
	Easy access in and out of the city/community	87%
	Close to nature/natural areas	86%
	Diverse restaurants and entertainment options	80%
	Education/learning opportunities for continual growth	79%
	Ideal weather conditions	76%
	Reputation of region	76%
<b>People Factors</b>	Proximity to professional network	75%

**Table 11**

**Vibrancy factors considered important when choosing place\***

<b>Factor</b>	<b>Respondents</b>	<b>Factor</b>	<b>Respondents</b>
Low traffic congestion	71%	Creative arts and culture scene	61%
Quality of transit	71%	Active festival/major events scene	56%
Low tax rates	69%	Participate in organized sport/ recreational activities	47%
High quality/recognized schools	67%	Vibrant nightlife	41%
Political views of a region	64%	Attend professional sports	30%
Vibrant downtown	63%		

\*Respondents who consider factors very important or important

**Table 8**

**Survey respondents who agree statements about Alberta are accurate – economic factors**

	<b>Albertans</b>	<b>Vancouver and Toronto familiar with Alberta</b>	<b>Vancouver and Toronto unfamiliar with Alberta</b>
<b>Alberta offers education/training opportunities for me to grow and enhance my skills</b>	76%	49%	30%
<b>Alberta has a low cost of living (e.g. housing, taxes)</b>	56%	64%	43%
<b>Alberta offers the same opportunities for working/living as other major cities</b>	64%	46%	25%
<b>Alberta offers opportunity for me to move up within my field</b>	64%	34%	22%
<b>Alberta has a diverse economy</b>	34%	31%	21%

Table 9

Where survey respondents might consider employment opportunity within next year

		Calgary	Edmonton	North Alberta	Central Alberta	South Alberta	Vancouver	Toronto
Likelihood to consider employment opportunity by location within next year:	In your current city/community	47%	51%	32%	36%	34%	55%	55%
	Toronto	16%	9%	4%	2%	2%	18%	—
	Ottawa	10%	8%	4%	2%	2%	7%	14%
	Vancouver	22%	17%	6%	5%	10%	—	13%
	Edmonton	11%	—	21%	12%	8%	5%	6%
	Calgary	—	22%	17%	11%	22%	9%	6%
	Anywhere in Alberta	20%	20%	14%	22%	16%	4%	4%
	Somewhere else	11%	8%	12%	6%	9%	6%	8%
Will not be looking for new employment opportunities within the next year		36%	32%	39%	47%	47%	34%	34%

**Table 10**

**How respondents identify their place of belonging – place factors**

		Calgary	Edmonton	Northern Alberta	Central Alberta	Southern Alberta	Vancouver	Toronto
<b>Thinking about the region you relate to most; how would you best describe yourself on a day-to-day basis?</b>	<b>The city/community I live in</b>	49%	28%	12%	5%	16%	41%	54%
	<b>The country I live in</b>	37%	39%	31%	33%	29%	40%	33%
	<b>The province I live in</b>	13%	24%	47%	59%	41%	10%	6%
	<b>None of the above, I don't really associate with any</b>	7%	9%	10%	4%	14%	8%	7%



Table 13

Preferred information sources for respondents

		Alberta	Vancouver and Toronto
Respondents get their information from:	Friends and family	73%	73%
	Online communities (e.g. Reddit)	57%	59%
	Social media	56%	58%
	Local News	48%	47%
	National news	38%	37%
	Other	10%	6%

# High Mobility Youth Segments

# Segment profiles

Table 17

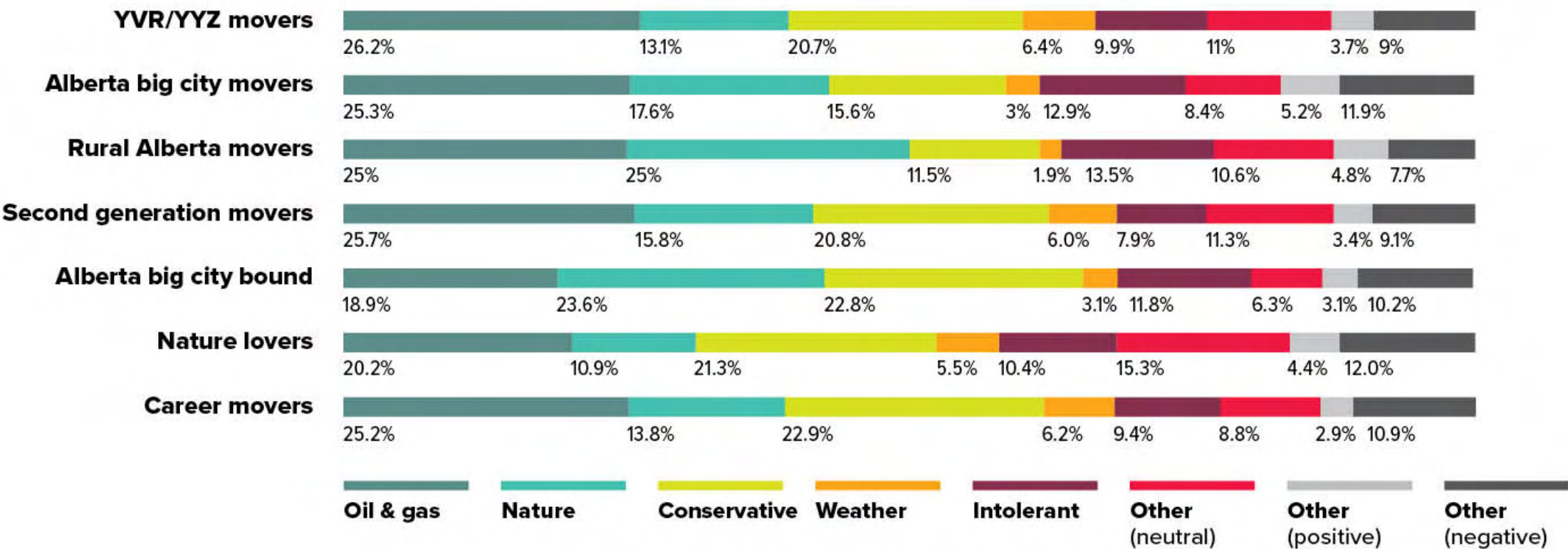
## The seven segmentation profiles of those most likely to move (\*PMI – Provincial Mobility Intention)

	<b>01</b> <b>Toronto &amp; Vancouver movers</b>	<b>02</b> <b>Alberta big city movers</b>	<b>03</b> <b>Rural Alberta movers</b>	<b>04</b> <b>Second generation movers</b>
Summary	Young people living in Toronto & Vancouver. High PMI*.	Young people living in Calgary or Edmonton. High PMI.	Young people in rural Alberta. High PMI.	Young people whose parents relocated to Canada. High PMI.
Key Drivers	<ul style="list-style-type: none"><li>• Diverse career opportunities</li><li>• Professional networks</li><li>• Inclusivity is foundational</li><li>• Urban vibrancy</li></ul>	<ul style="list-style-type: none"><li>• Diverse career pathways</li><li>• Identify with their city</li><li>• Inclusivity</li><li>• Urban vibrancy</li></ul>	<ul style="list-style-type: none"><li>• They seek diverse career pathways and feel constrained by local options</li><li>• Inclusivity</li><li>• Urban vibrancy</li></ul>	<ul style="list-style-type: none"><li>• Ethnic diversity and inclusivity</li><li>• Urban vibrancy</li><li>• Fear of missing out</li><li>• Torn to leave their city/tied to family</li></ul>
Opportunity	Talent acquisition	Talent retention	Talent retention	Talent acquisition (Calgary and Edmonton) and retention (rural Alberta).

	<b>05</b> <b>Alberta big city bound</b>	<b>06</b> <b>Nature lovers</b>	<b>07</b> <b>Career movers</b>
Summary	Rural Albertans. High to medium intention of moving to Calgary and/or Edmonton.	Access to nature and recreation important Vancouver and Calgary potential destinations. High PMI.	Intent to search for a new job within next year. Career drivers very important. High PMI.
Key Drivers	<ul style="list-style-type: none"><li>• New and diverse career opportunities</li><li>• Feel constrained; not drawn to large out-of-province metropolitan centres</li><li>• Deep Alberta identity with friends and family in Calgary and Edmonton</li></ul>	<ul style="list-style-type: none"><li>• Seek balance</li><li>• Career is important</li><li>• Access to outdoor recreation</li><li>• Progressive and inclusive</li><li>• Vancouver is their dream</li></ul>	<ul style="list-style-type: none"><li>• Diverse career opportunities</li><li>• Build roots and professional network</li><li>• Value urban amenities, but they are secondary to career</li></ul>
Opportunity	Talent acquisition (Calgary and Edmonton) and retention (rural Alberta)	Talent acquisition and retention	Talent acquisition and retention

# Perceptions of Alberta

**Figure 16**  
**Categorized unprompted words describing Alberta by segment (%)**



# All youth segments say they work to live

Table 18

### Quality of life drivers by segment (top and bottom)

[illegible]



## Quality of life summary

Career opportunities and safe and clean communities are the primary quality of life drivers for all youth segments

Table 19

### Personal value drivers by segment

YVR/YYZ movers	Alberta big city movers	Rural Alberta movers	Second generation movers	Career movers	Nature lovers	Alberta big city bound
Work to live	Work to live	Work to live	Work to live	Work to live	Work to live	Work to live
Love where they live	Homebody	Homebody	Love where they live	Love where they live	Homebody	Homebody
Adapt to environment	Job says a lot about you	Job says a lot about you	Homebody	Homebody	Job says a lot about you	Job says a lot about you
Place says a lot about you	Love where they live	Live where they live because of their job	Job says a lot about you	Job says a lot about you	Love where they live	Live where they live because of their job
Homebody	Place says a lot about you	Adapt to environment	Adapt to environment	Adapt to environment	Adapt to environment	Love where they live
Job says a lot about you	Adapt to environment	Love where they live	Place says a lot about you	Place says a lot about you	Place says a lot about you	Adapt to environment
Live where they live because of their job	Live where they live because of their job	Place says a lot about you	Live where they live because of their job	Live where they live because of their job	Live where they live because of their job	Place says a lot about you

# Solutions

To both retain the youth living in Alberta and attract youth to the province, recommendations focus on two key areas:

Careers

Communities

# Discussion

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Read the reports: [cwf.ca/series/reports/](http://cwf.ca/series/reports/)