

Evolving Workforce Trends

for Alberta's young talent

Key considerations for retaining
and engaging future leaders

Location

Where to eat

Weather

Things to do

Transit near me

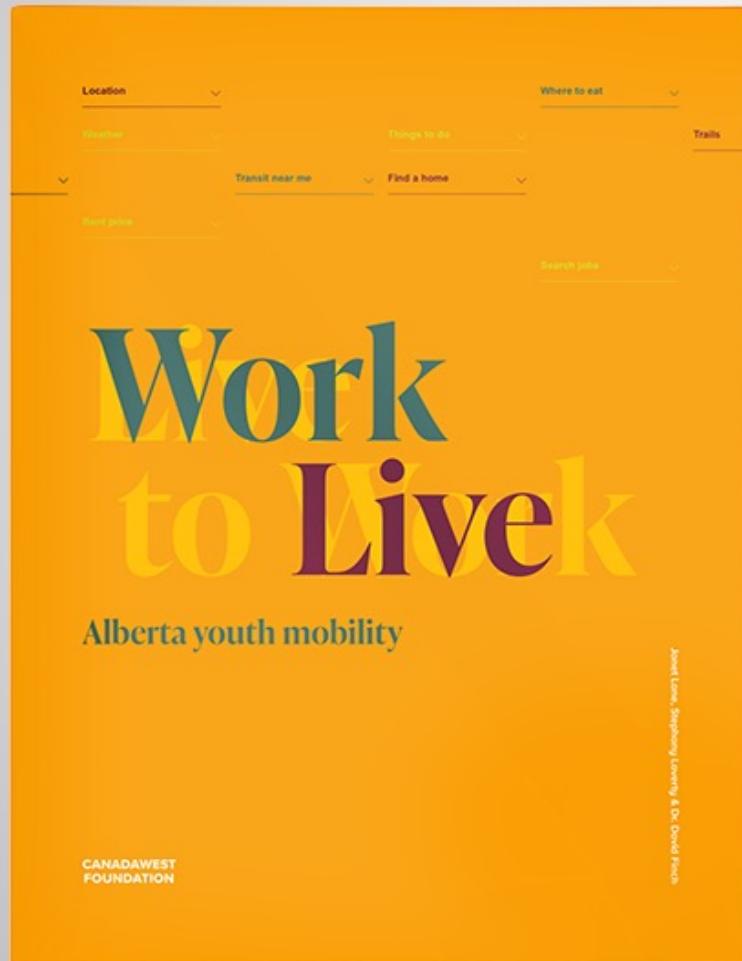
Find a home

Rent price

Search jobs

Work to Live

Alberta youth migration



The Young are Restless
Western youth migration

Work to Live

Our research question

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

Our methodology

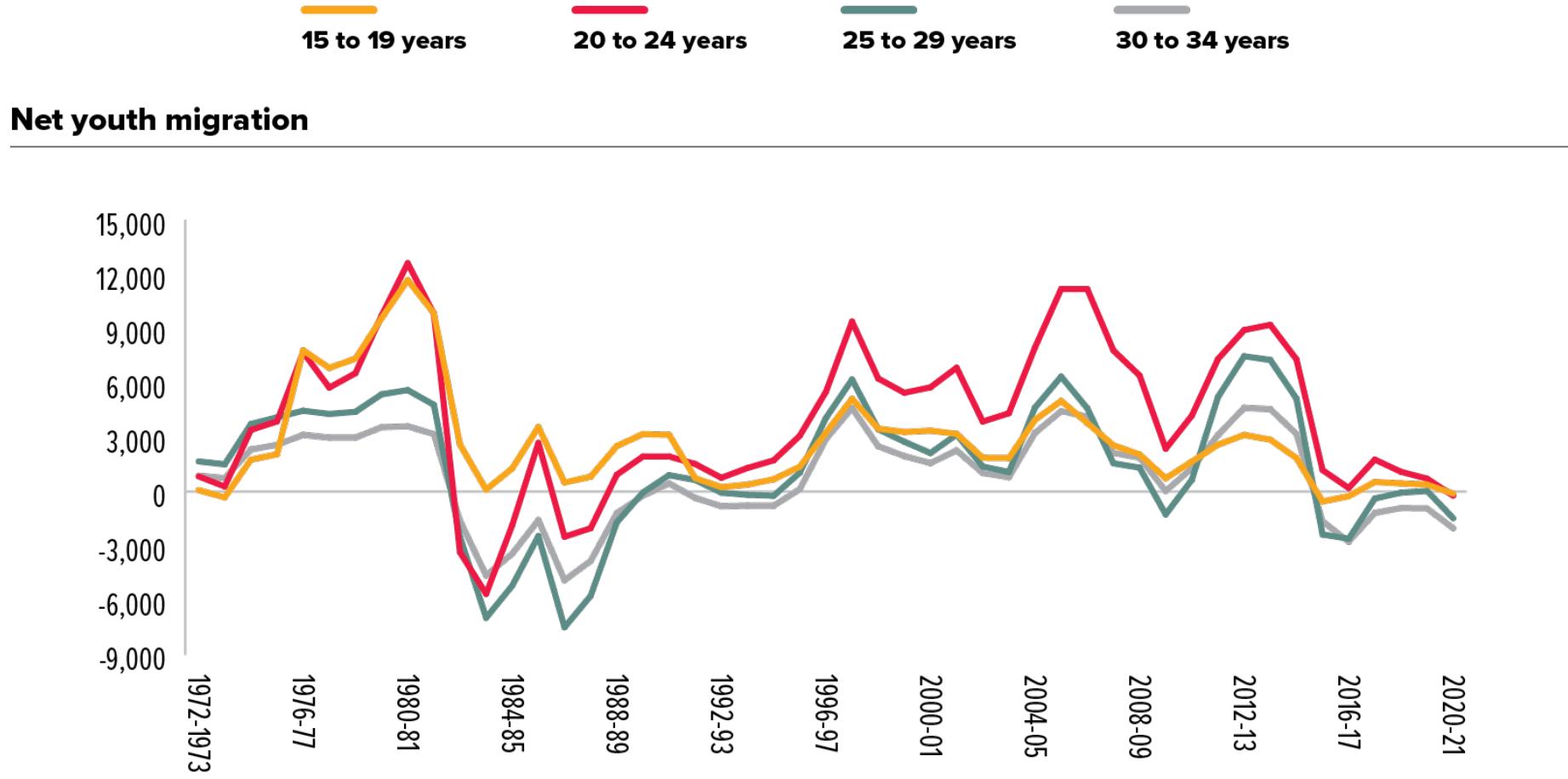
- 12 Focus Groups
- 4 months of Social Media Sentiment Analysis
- Segmentation Analysis – 7 segments
- Survey ~ 1100 Alberta, 400 YVR, 400 YYZ, 95 KW and 18-45 year olds
- Other research

The Young are Restless

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?

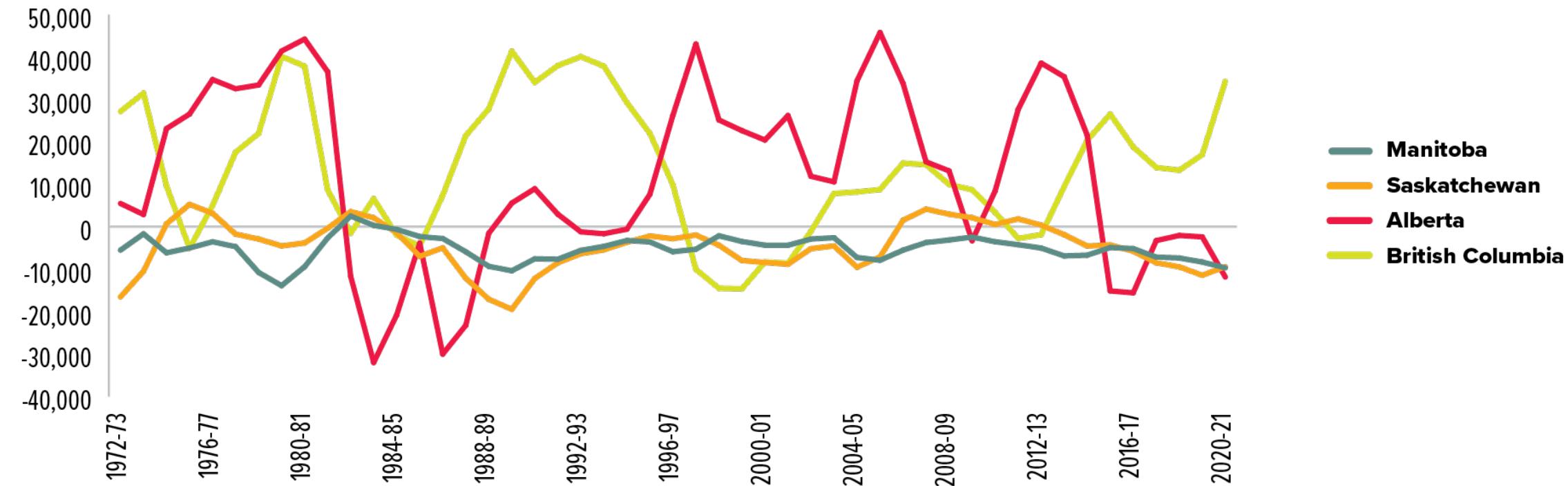
Alberta youth migration (15-34)



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

Net interprovincial youth migration (15-34)

Western Canada by province



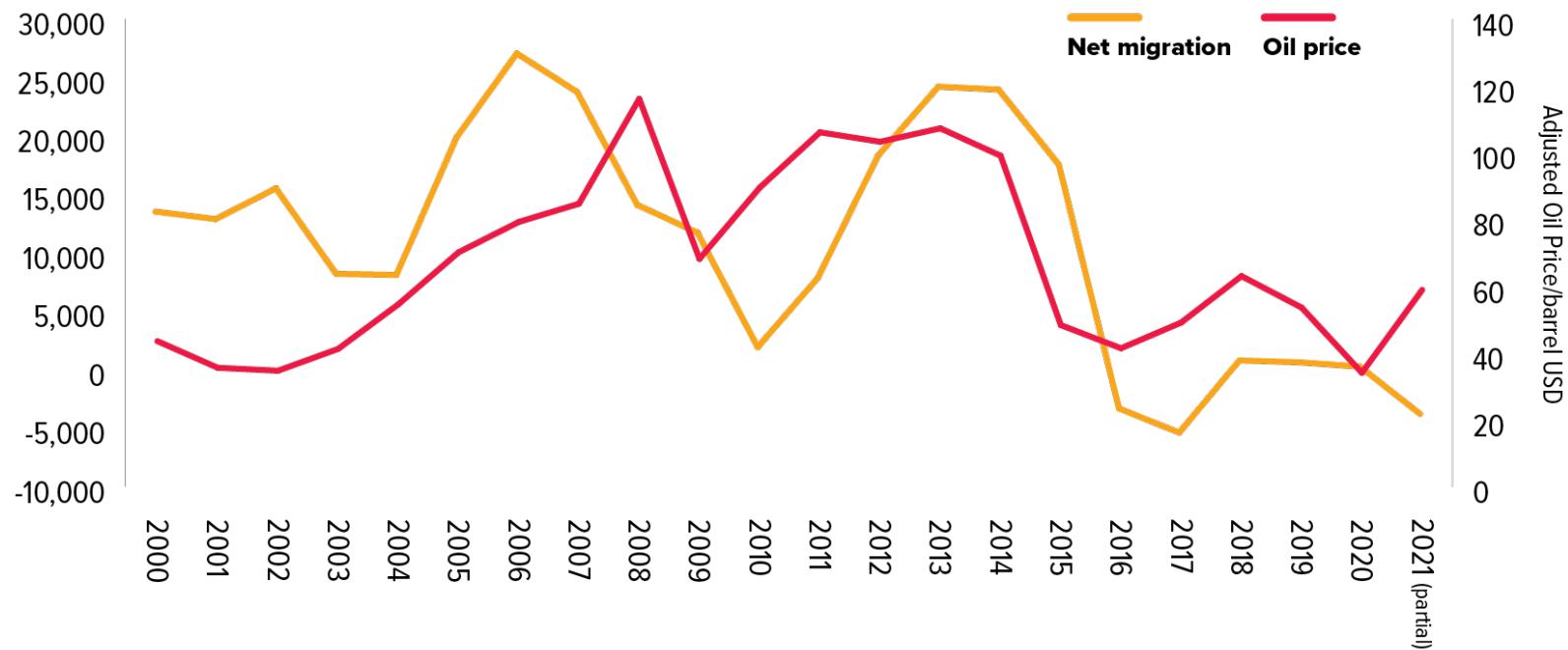
Source: Statistics Canada. Table 17-10-0015-01

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

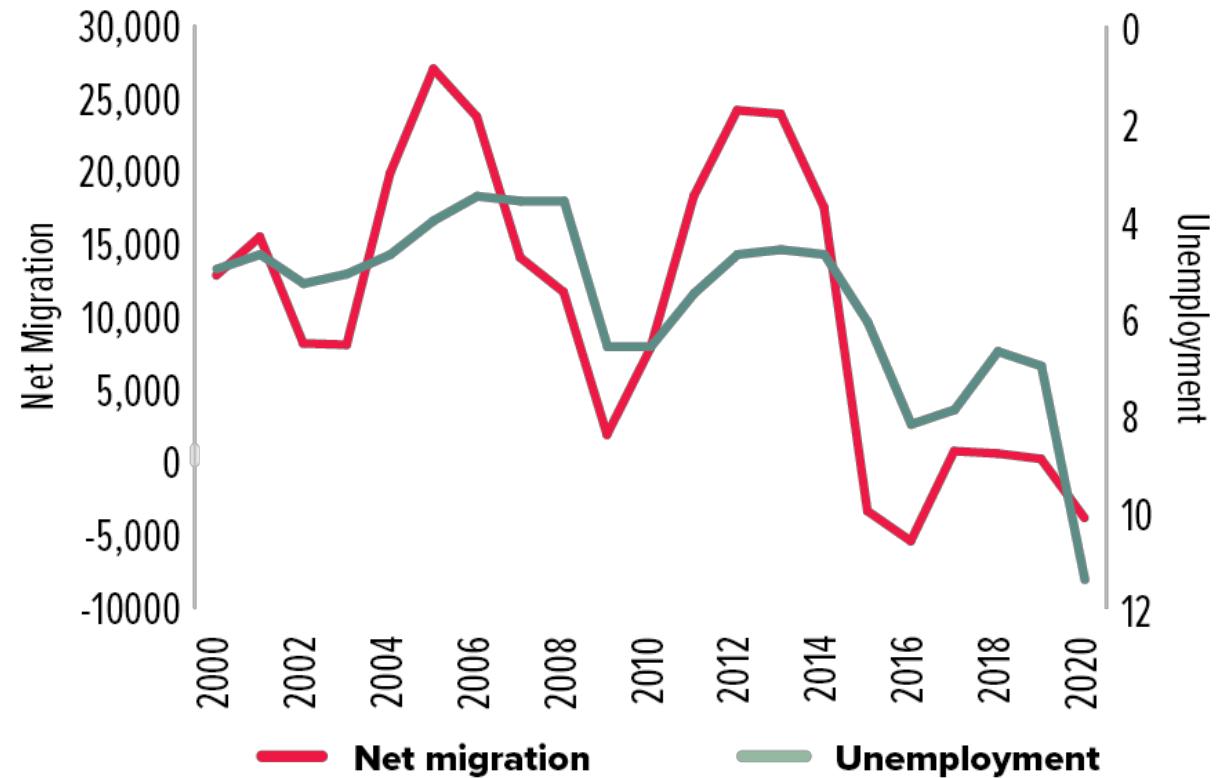
<https://inflationdata.com/articles/inflation-adjusted-prices/historical-crude-oil-prices-table/>⁵

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

Youth income

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

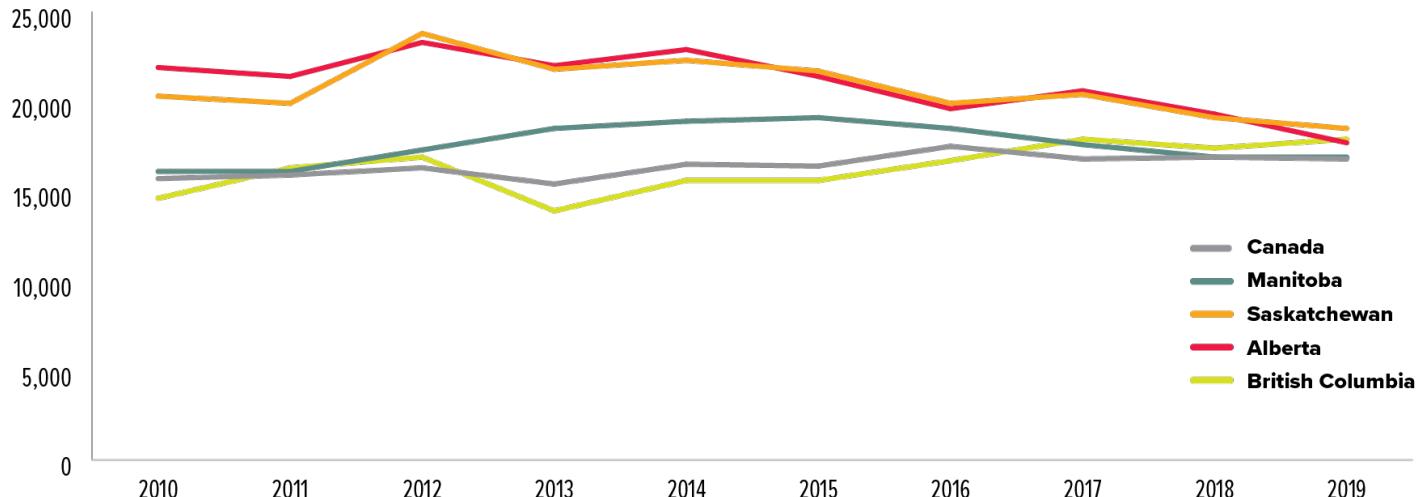
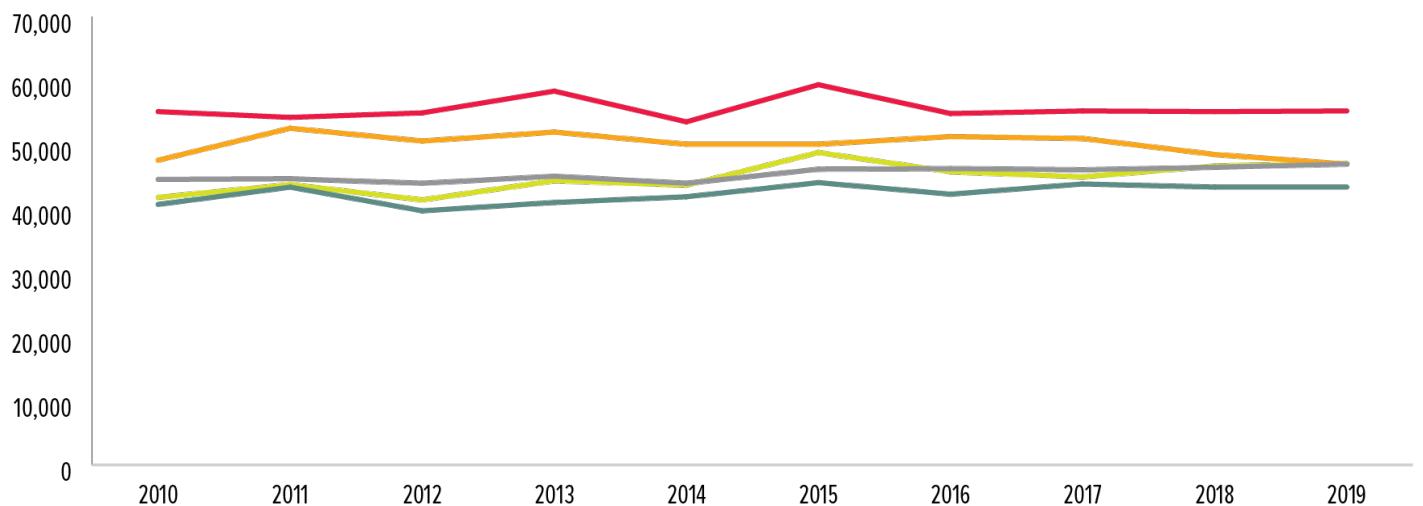


Figure 14: Average wages for 25-34-year-olds



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 %
British Columbia	11.5	11.2	12	13.9	14.7	13.4	16.5%
Ontario	7.2	8	8.9	10.1	10.7	11.2	55.6%
Quebec	6.2	6.7	6.1	6.2	6.4	6.7	8.1%
Alberta	6.7	6.8	6.8	7	6.6	6	-10.4%
Manitoba	5.3	6.2	6.1	5.9	6.1	6	13.2%
Nova Scotia	4.8	5.1	4.7	5	5.6	5.7	18.8%
Prince Edward Island	4	4.3	3.8	4.1	5	5.5	37.5%
Saskatchewan	5.3	6.1	6	5.9	5.6	5	-5.7%
Newfoundland/Labrador	5.3	6.2	5.7	4.7	4.7	4	-24.5%
New Brunswick	3.9	4.1	3.8	3.6	3.8	3.8	-2.6%
Canadian average	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
2019 Population aged 15-29	7,216,357	2,937,380	282,212	227,104	850,778	979,778
Domestic PSE graduates 2015-2019	2,324,106	918,162	56,826	48,255	195,867	276,351
Share	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)

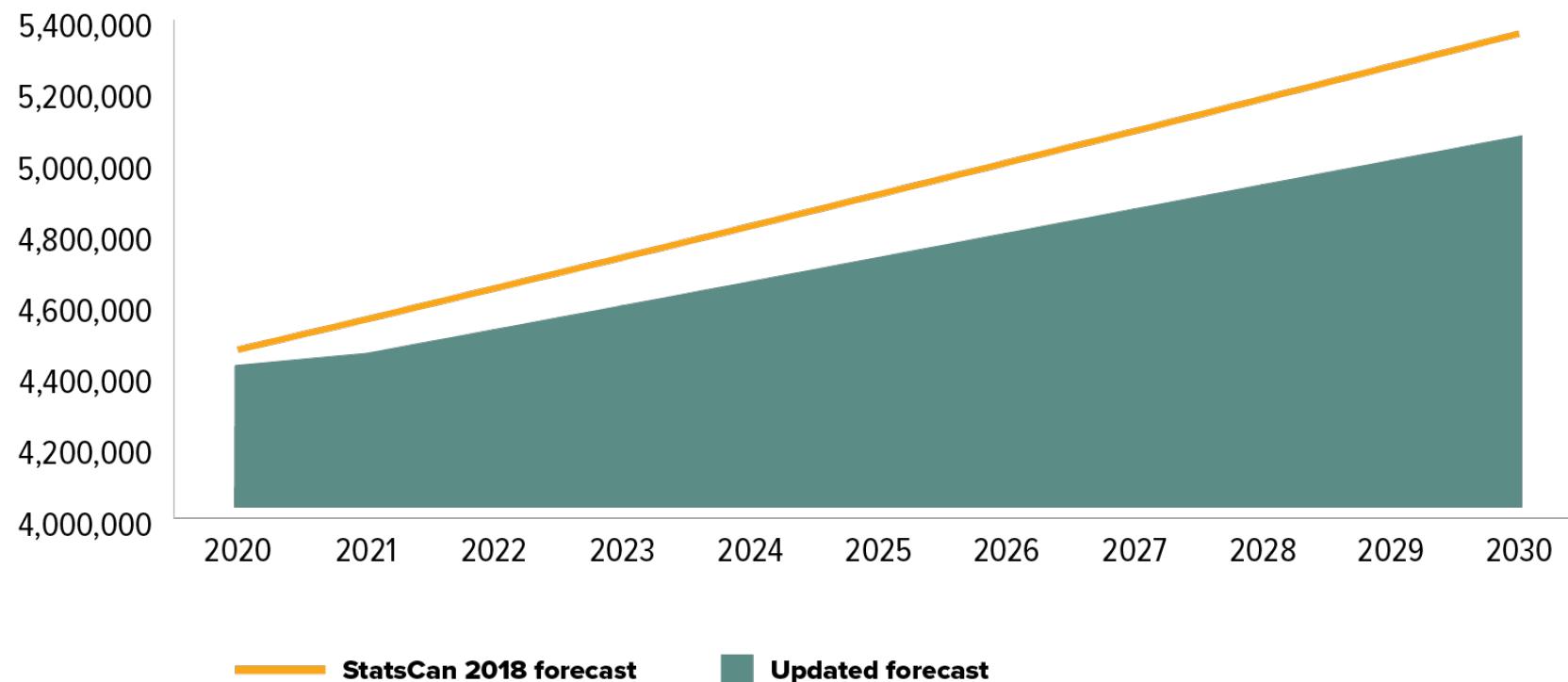
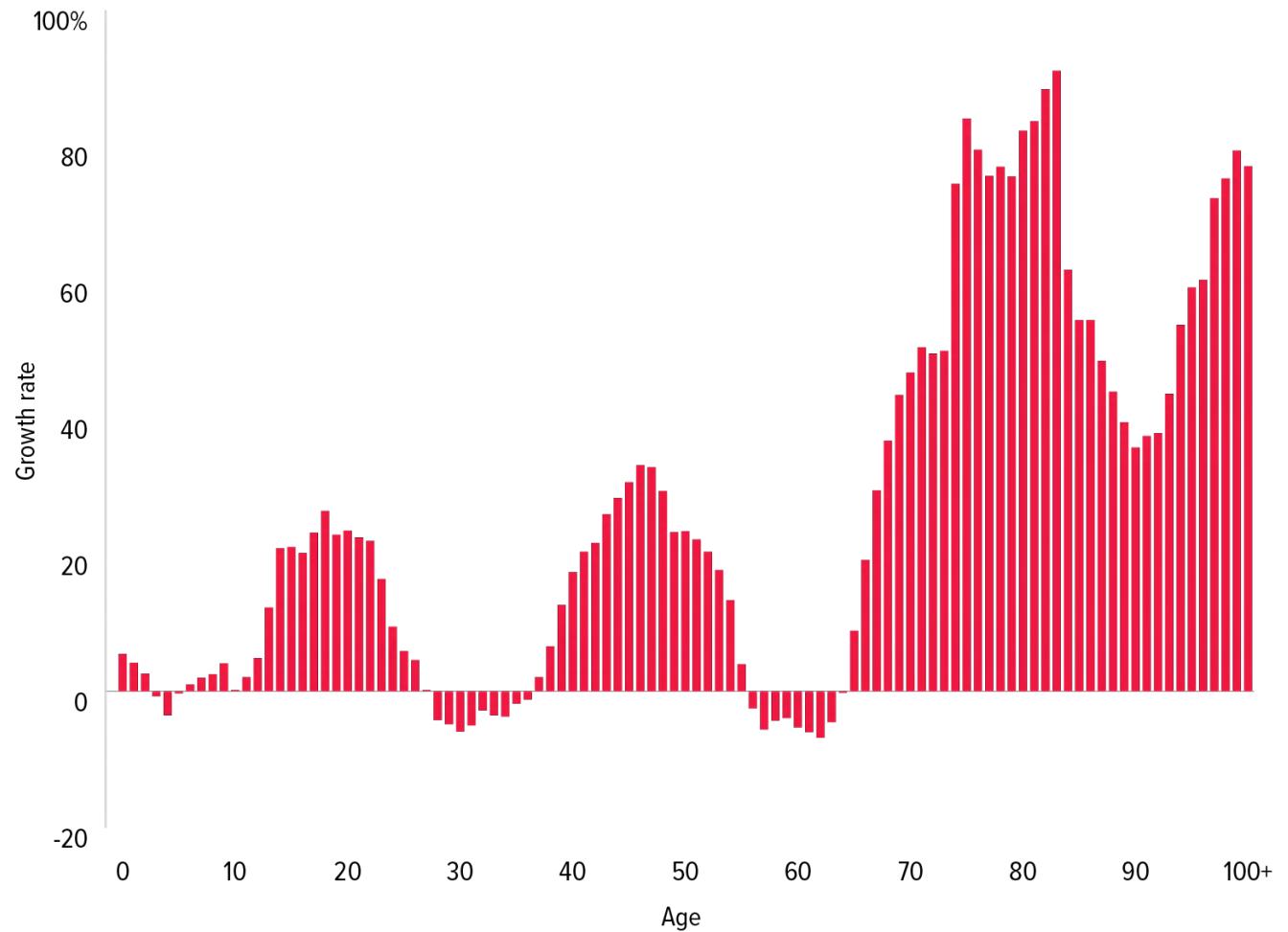


Figure 4

How Alberta will age between 2020 and 2030

Alberta's aging population



Youth Mobility

Talent mobility framework

Figure 7

Talent mobility framework

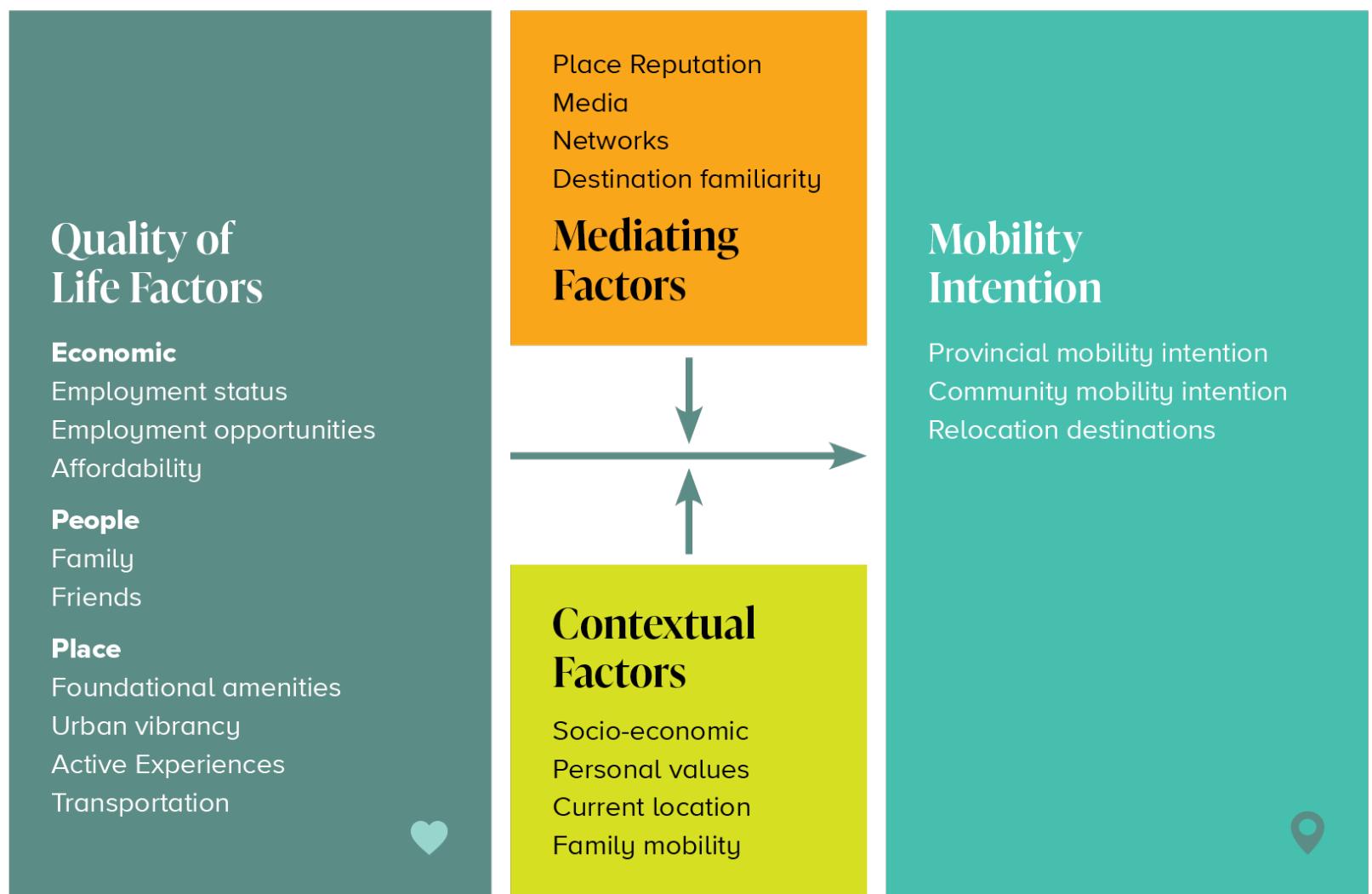


Table 6

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
Economic Factors	Career opportunities
	Lower cost of living/housing costs
	Diverse economy
Place Factors	Clean and safe community
	Easy city/community to get around in
	Inclusive city/community – welcoming of everyone
	Easy access in and out of the city/community
	Close to nature/natural areas
	Diverse restaurants and entertainment options
	Education/learning opportunities for continual growth
	Ideal weather conditions
	Reputation of region
People Factors	Proximity to professional network

Table 11

Vibrancy factors considered important when choosing place*

Factor	Respondents	Factor	Respondents
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

	Albertans	Vancouver and Toronto familiar with Alberta	Vancouver and Toronto unfamiliar with Alberta
Alberta offers education/training opportunities for me to grow and enhance my skills	76%	49%	30%
Alberta has a low cost of living (e.g. housing, taxes)	56%	64%	43%
Alberta offers the same opportunities for working/living as other major cities	64%	46%	25%
Alberta offers opportunity for me to move up within my field	64%	34%	22%
Alberta has a diverse economy	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
Thinking about the region you relate to most; how would you best describe yourself on a day-to-day basis?	The city/community I live in	49%	28%	12%	5%	16%	41%	54%
	The country I live in	37%	39%	31%	33%	29%	40%	33%
	The province I live in	13%	24%	47%	59%	41%	10%	6%
	None of the above, I don't really associate with any	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

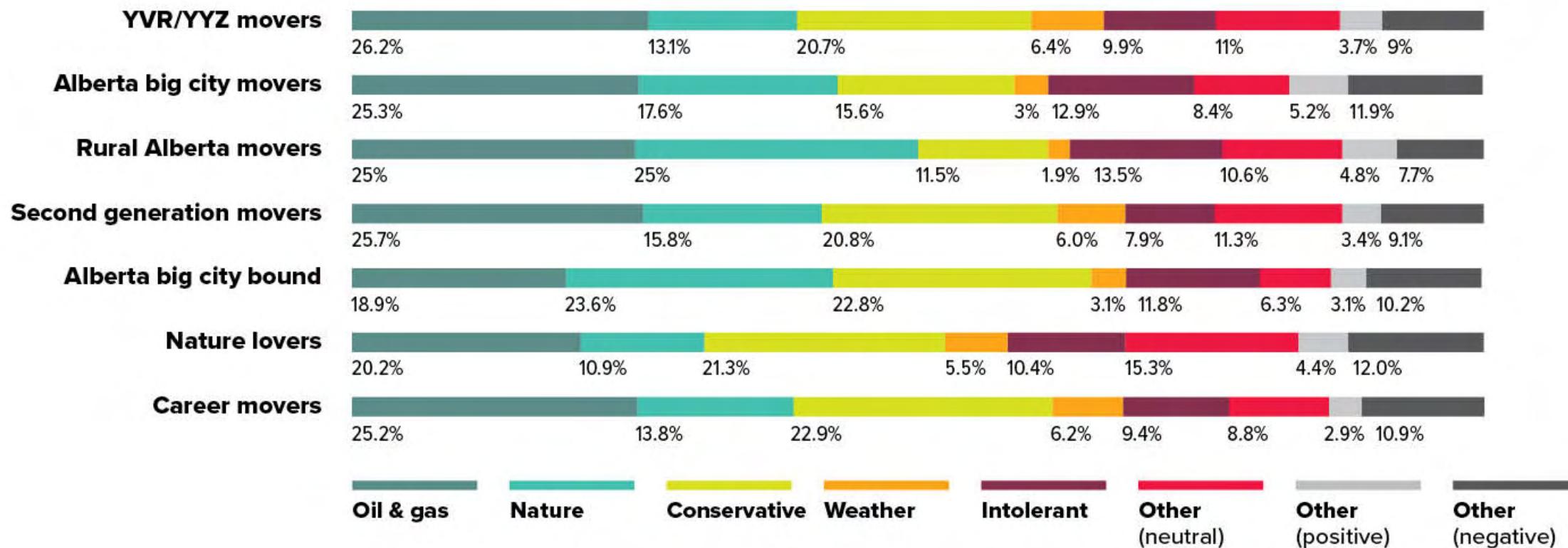
The seven segmentation profiles of those most likely to move (*PMI – Provincial Mobility Intention)

	01 Toronto & Vancouver movers	02 Alberta big city movers	03 Rural Alberta movers	04 Second generation movers
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"> • Diverse career opportunities • Professional networks • Inclusivity is foundational • Urban vibrancy 	<ul style="list-style-type: none"> • Diverse career pathways • Identify with their city • Inclusivity • Urban vibrancy 	<ul style="list-style-type: none"> • They seek diverse career pathways and feel constrained by local options • Inclusivity • Urban vibrancy 	<ul style="list-style-type: none"> • Ethnic diversity and inclusivity • Urban vibrancy • Fear of missing out • Torn to leave their city/tied to family
Opportunity	Talent acquisition	Talent retention	Talent retention	Talent acquisition (Calgary and Edmonton) and retention (rural Alberta).
	05 Alberta big city bound	06 Nature lovers	07 Career movers	
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"> • New and diverse career opportunities • Feel constrained; not drawn to large out-of-province metropolitan centres • Deep Alberta identity with friends and family in Calgary and Edmonton 	<ul style="list-style-type: none"> • Seek balance • Career is important • Access to outdoor recreation • Progressive and inclusive • Vancouver is their dream 	<ul style="list-style-type: none"> • Diverse career opportunities • Build roots and professional network • Value urban amenities, but they are secondary to career 	
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)

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						
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/