



# Toronto as a Global City: Scorecard on Prosperity 2010

## Review of Findings

March 2010



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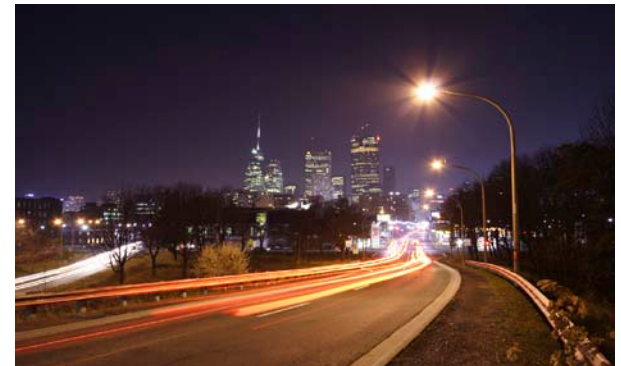
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# How Does *Scorecard 2010* Differ From Last Year?

- Ranks five new cities, three net
- Adds 11 new indicators, nine net
- Includes case studies highlighting best practices of other cities
- Provides analytical focus through the “Capital Lens”

# Perplexing Riddle Embedded in *Scorecard* Findings

- Even more than last year, Toronto's strength in Labour Attractiveness is revealed by the data
- But middling results in the Economy domain continue
- Need to address discrepancy between the region's social and economic performance



# Scorecard on Prosperity 2010: Overall Ranking

Rank	Metro Area
1	Boston
2	Dallas
3	Barcelona
<b>4</b>	<b>Toronto</b>
5	Calgary
6	San Francisco
7	Paris
8	Madrid
9	Seattle
10	Hong Kong
11	Sydney
12	Vancouver
13	New York
14	London
15	Montreal
16	Chicago
17	Los Angeles
18	Tokyo
19	Shanghai
20	Halifax
21	Stockholm
22	Oslo
23	Milan
24	Berlin

# Toronto Scores Well in Labour Attractiveness

Rank	Metro Area	Grade (Normalization Score)
1	Barcelona	A (0.64)
2	<b>Toronto</b>	<b>A (0.62)</b>
3	Paris	A (0.60)
4	Madrid	A (0.59)
5	Calgary	A (0.58)
6	Dallas	A (0.58)
7	Vancouver	A (0.57)
8	London	A (0.56)
9	Montreal	B (0.54)
10	Sydney	B (0.51)
11	Halifax	B (0.50)
12	Chicago	B (0.50)
13	Shanghai	B (0.49)
14	Boston	B (0.49)
15	Seattle	B (0.49)
16	Hong Kong	C (0.48)
17	New York	C (0.46)
18	San Francisco	C (0.46)
19	Los Angeles	C (0.43)
20	Tokyo	C (0.43)
21	Stockholm	C (0.42)
22	Berlin	C (0.42)
23	Oslo	D (0.35)
24	Milan	D (0.31)

- Highly diverse population: 50% of Torontonians are foreign-born
- Population growth (1.9%): Toronto region is 3<sup>rd</sup> of 24
- Population with at least a bachelor's degree (30.2%): Toronto region is 7<sup>th</sup> of 23

# Toronto's Economic Performance is Middling

Rank	Metro Area	Grade (Normalization Score)
1	Boston	A (0.66)
2	San Francisco	A (0.62)
3	Seattle	A (0.56)
4	Hong Kong	B (0.54)
5	Dallas	B (0.53)
6	New York	B (0.52)
7	Calgary	B (0.51)
8	Sydney	B (0.49)
9	Los Angeles	B (0.48)
10	Paris	B (0.48)
<b>11</b>	<b>Toronto</b>	B (0.47)
12	Madrid	B (0.47)
13	Oslo	B (0.46)
14	Milan	B (0.45)
15	Barcelona	B (0.45)
16	Tokyo	B (0.45)
17	Chicago	C (0.43)
18	Vancouver	C (0.42)
19	Stockholm	C (0.40)
20	Montreal	C (0.40)
21	Shanghai	C (0.39)
22	London	C (0.38)
23	Halifax	C (0.35)
24	Berlin	C (0.23)

- GDP growth of 2.5% lags behind every US metro except Chicago
- Productivity growth of 0.6% far behind 6.6% in Hong Kong & 3.9% in Boston

# The Scorecard's Capital Lens: Toronto's Achilles Heel

Rank	Metro Area	Grade (Normalization Score)
1	Boston	A (0.70)
2	Hong Kong	A (0.65)
3	San Francisco	A (0.64)
4	Paris	B (0.60)
5	Milan	B (0.59)
6	Dallas	B (0.56)
7	Chicago	B (0.53)
8	Los Angeles	C (0.52)
9	New York	C (0.51)
10	Barcelona	C (0.50)
11	Madrid	C (0.49)
12	Berlin	C (0.49)
13	Stockholm	C (0.48)
14	Seattle	C (0.48)
15	Tokyo	C (0.48)
16	Oslo	C (0.48)
17	Shanghai	C (0.47)
18	Sydney	C (0.46)
<b>19</b>	<b>Toronto</b>	<b>D (0.43)</b>
20	London	D (0.40)
21	Montreal	D (0.39)
22	Vancouver	D (0.39)
23	Calgary	D (0.38)
24	Halifax	D (0.35)

- Toronto takes 19<sup>th</sup> place
- Boston, Hong Kong and San Francisco dominate this area
- Toronto joined by other Canadian metros at the bottom of these rankings

# Scorecard on Prosperity 2010: Conclusions

- Toronto is a highly liveable city
- Strength in labour attractiveness is not catapulting Toronto's economy to new heights
- Falls short on venture capital investment
- Need for ambitious partnership

