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Data Study Ranks Cities and Their Residents' Ability to Compete For Remote Jobs Globally

The new normal of remote work allows cities to boost their economies as residents obtain high paying remote positions with foreign companies. In this context, *The Local Talent Index* uses data to examine the competitiveness of cities' workforces in different industries, as well as analyse remote working infrastructure and compliance legislation in each location. The results reveal the cities best placed to compete in the globalised remote job market of the future.

- For **HR professionals**, **Buenos Aires** tops the ranking for junior talent and **Bangalore** tops the ranking for senior talent. In **Mexico**, **Mexico City** is the highest ranking city for junior HR talent and **Mexico City** is the highest ranking city for senior HR talent.
- In the **video game developers** category, **Buenos Aires** ranks #1 for junior talent and **Bangalore** ranks #1 for senior talent. In **Mexico**, **Mexico City** is the highest ranking city for junior video game developers and **Mexico City** is the highest ranking city for senior video game developers.
- **Dublin ranks highest for ease of compliance legislation**, a measurement of how well local governments facilitate remote work, followed by Helsinki and Toronto in second and third.
- **London has the most coworking spaces, with 334**, followed by New York and Bangalore.
- When it comes to **data scientists**, **London** scores highest for junior talent, while **Bangalore** ranks highest for senior talent. In **Mexico**, **Mexico City** and **Mexico City** rank highest for junior and senior data scientists respectively.
- In the **digital marketing managers** category, **Buenos Aires** ranks #1 for junior talent and **London** ranks #1 for senior talent. In **Mexico**, **Mexico City** is the highest ranking city for junior digital marketing managers and **Mexico City** is the highest ranking city for senior digital marketing managers.
- When it comes to **cyber security** experts, **Bangalore** scores highest for junior talent, while **London** ranks highest for senior talent. In **Mexico**, **Mexico City** and **Mexico City** rank highest for junior and senior cyber security experts respectively.
- For **developers**, **Seoul** tops the ranking for junior talent and **Bangalore** tops the ranking for senior talent. In **Mexico**, **Mexico City** is the highest ranking city for junior developers and **Mexico City** is the highest ranking city for senior developers.

Berlin, May 2022 - [WorkMotion.com](https://www.workmotion.com), the Global Talent Operating System company, has released a study that analyses cities' ability to compete in a global remote employment market, ranking 100 cities worldwide based on the concentration of local talent, local salary levels, and remote working infrastructure. As a company that facilitates remote hires, WorkMotion decided to conduct the study in order to understand which cities have the most competitive talent in a range of careers that will increasingly become remote-first in the future. The study is designed to draw attention to the importance of city-level and national governments having a strategy to ease remote work compliance regulations, increase English literacy and educate their citizens for the jobs of tomorrow.

"With a 140% rise in the number of people working from home since 2005, the employment landscape has changed and remote working is part of the new normal, with workers now having the ability to seek highly paid remote jobs with foreign employers," comments Carsten Lebtig, Co-Founder and Managing Director of WorkMotion. "As a result, there is less pressure on city governments to attract new companies to their city, as their citizens can seek remote employment at companies based anywhere in the world. As such, the priority for cities must now be to educate and prepare their citizens so that they can compete for the careers of tomorrow, while bringing money into their local economies. We conducted this study in order to draw attention to the urgent need for cities to respond to the current changes in hiring practices and help equip their citizens to take full advantage of the new remote opportunities offered."

How the study was conducted:

WorkMotion began the study by identifying a list of indicators that impact a city's ability to cultivate a remote workforce, exploring the concentration of local talent, average junior and senior-level salaries and the existing remote work infrastructure. The researchers then shortlisted 100 cities for analysis according to their global significance and the reliability of available data.

Next, the researchers selected six different occupations to examine based on their ubiquity and their likelihood of becoming remote-first in the future:

- Developers / Programmers
- Data Scientists / Analysts
- Video Game Developers
- Digital Marketing Managers
- Cyber Security Professionals
- HR Managers

For the first category, Access to Talent, researchers considered the concentration of both junior and senior-level talent in each city to gain an understanding of which cities are home to the most specialists in each field and can benefit most from a move towards remote work policies.

Next, to analyse how location-based pay might influence future hiring decisions, they examined cities' average junior and senior-level salaries for each profession. To allow for more direct comparison, the researchers also calculated the deviation from the average salary within the top-25 GDP countries.

To assess which cities have anticipated and are already cultivating a remote work environment, the researchers then considered the Remote Working Infrastructure in each city by considering the ease of compliance regulations, the number of coworking spaces and English proficiency.

To conclude, the researchers calculated an overall score for junior and senior-level talent based on access to talent, local salaries and remote working infrastructure. The resulting index reveals the cities most likely to benefit from the transition to remote-first working policies in the future, as well as those that are likely to lose out.

Please find the full table of data, sources and complete methodology on the results page:
<https://workmotion.com/the-local-talent-index/>

Further findings and quotes from the Co-Founder and Managing Director of WorkMotion can be found at the bottom of the press release.

Findings:

The table below reveals a sample of results for the **top 10 cities for junior and senior-level HR professionals**. All scores are out of 100, with 100 being the highest possible score and 50 being the lowest.

The top 10 cities for junior HR professionals	Score	The top 10 cities for senior HR professionals	Score
1. Buenos Aires	100.00	1. Bangalore	100.00
2. Bangalore	95.95	2. New York	97.57
3. London	95.56	3. Sao Paulo	95.52
4. Seoul	94.65	4. Seoul	92.83
5. Paris	93.96	5. Buenos Aires	91.24
6. Kuala Lumpur	93.63	6. London	89.27
7. Bucharest	92.84	7. Beijing	86.95
8. Budapest	92.39	8. New Delhi	86.36
9. Zagreb	91.96	9. Singapore	85.63
10. Warsaw	91.87	10. Paris	84.50

In Mexico, Mexico City and Mexico City rank highest for junior and senior HR professionals respectively

The table below reveals a sample of results for the **top 10 cities for ease of compliance regulations**. All scores are out of 100, with 100 being the highest possible score and 50 being the lowest.

City	Score
1. Dublin	100.00
2. Helsinki	99.70
3. Toronto	99.30
4. Vancouver	99.30
5. Montreal	99.30
6. Quebec	99.30
7. Copenhagen	99.30
8. Melbourne	98.60
9. Sydney	98.60
10. Wellington	98.20

The table below reveals a sample of results for the **top 10 cities for junior and senior-level developers**. All scores are out of 100, with 100 being the highest possible score and 50 being the lowest.

The top 10 cities for junior developers	Score	The top 10 cities for senior developers	Score
1. South Korea	100.00	1. Bangalore	100.00
2. India	99.96	2. Seoul	98.59
3. Argentina	99.88	3. Paris	98.39
4. UK	99.50	4. London	98.13
5. Romania	99.23	5. Buenos Aires	95.23
6. Portugal	99.18	6. Madrid	94.67
7. Poland	98.60	7. New York	94.31
8. Hungary	97.67	8. Barcelona	93.96
9. Malaysia	97.49	9. Warsaw	93.47
10. Croatia	97.48	10. Toronto	93.44

In Mexico, Mexico City and Mexico City rank highest for junior and senior developers respectively

The table below reveals a sample of results for the **top 10 cities for junior and senior-level digital marketing managers**. All scores are out of 100, with 100 being the highest possible score and 50 being the lowest.

The top 10 cities for junior digital marketing managers	Score	The top 10 cities for senior digital marketing managers	Score
1. Buenos Aires	100.00	1. London	100.00
2. Lisbon	97.59	2. Tokyo	84.90
3. Budapest	97.50	3. Bangalore	82.69
4. London	97.44	4. New York	82.15
5. Bangalore	97.30	5. New Delhi	79.41
6. Seoul	97.09	6. Karachi	78.22
7. Bucharest	96.83	7. Shanghai	77.57
8. Athens	96.43	8. Islamabad	76.75
9. Kuala Lumpur	96.15	9. Istanbul	76.33
10. Ljubljana	96.11	10. Buenos Aires	76.20

In Mexico, Mexico City and Mexico City rank highest for junior and senior digital marketing managers respectively

The table below reveals a sample of results for the **top 10 cities for junior and senior-level cyber security professionals**. All scores are out of 100, with 100 being the highest possible score and 50 being the lowest.

The top 10 cities for junior cyber security professionals	Score	The top 10 cities for senior cyber security professionals	Score
1. Bangalore	100.00	1. London	100.00
2. Kuala Lumpur	99.66	2. Singapore	97.43
3. Buenos Aires	99.64	3. Berlin	95.40
4. London	99.38	4. Bangalore	94.41
5. Bucharest	99.22	5. Washington	93.88
6. Warsaw	98.09	6. Buenos Aires	93.24

7. Seoul	98.03	7. Kuala Lumpur	93.12
8. Lisbon	97.55	8. Vienna	92.86
9. Budapest	97.39	9. Madrid	92.25
10. Madrid	97.32	10. Warsaw	92.05

In Mexico, Mexico City and Mexico City rank highest for junior and senior cyber security professionals respectively.

The table below reveals a sample of results for the **top 10 cities for junior and senior-level data scientists/analysts**. All scores are out of 100, with 100 being the highest possible score and 50 being the lowest.

The top 10 cities for junior data scientists / analysts	Score	The top 10 cities for senior data scientists / analysts	Score
1. London	100.00	1. Bangalore	100.00
2. Buenos Aires	98.84	2. London	99.90
3. Seoul	98.17	3. Kuala Lumpur	93.31
4. New York	97.68	4. Buenos Aires	93.21
5. Lisbon	97.12	5. Bucharest	93.14
6. Warsaw	97.05	6. Lisbon	92.49
7. Bangalore	96.75	7. Porto	92.44
8. Bucharest	96.74	8. Warsaw	92.38
9. Paris	96.68	9. Ljubljana	91.88
10. Kuala Lumpur	96.25	10. Budapest	91.72

In Mexico, Mexico City and Mexico City rank highest for junior and senior data scientists respectively

The table below reveals a sample of results for the **top 10 cities for junior and senior-level video game developers**. All scores are out of 100, with 100 being the highest possible score and 50 being the lowest.

The top 10 cities for junior video game developers	Score	The top 10 cities for senior video game developers	Score
1. Buenos Aires	100.00	1. Bangalore	100.00
2. Bucharest	99.74	2. Kuala Lumpur	98.28

3. Bangalore	98.19	3. Buenos Aires	98.25
4. Seoul	97.42	4. Bucharest	97.43
5. London	96.91	5. Budapest	94.90
6. Kuala Lumpur	96.41	6. Warsaw	94.89
7. Moscow	95.48	7. Tokyo	94.50
8. Warsaw	93.78	8. Johannesburg	93.76
9. Tokyo	92.62	9. Seoul	93.46
10. Beirut	91.85	10. Zagreb	92.54

In Mexico, Mexico City and Mexico City rank highest for junior and senior video game developers respectively

Quotes

“Although the move towards remote work may have been catalysed by the pandemic, it is clear that remote work is here to stay,” comments Carsten Lebtig, Co-Founder and Managing Director of WorkMotion. “As such, governments that do not take proactive measures through compliance legislation to make it easy for foreign countries to hire local workers will inevitably damage their citizens’ chances of remaining competitive in a globalised employment market.”

“As many companies embrace the new normal of remote work, local employees will need to access remote office spaces to ensure that day-to-day working life remains attractive,” comments Carsten Lebtig, Co-Founder and Managing Director of WorkMotion. “Otherwise, cities will face a brain drain of qualified workers relocating to cities better suited to their needs.”

“In the past, governments have invested heavily in attracting companies to set up offices in their major cities,” comments Carsten Lebtig, Co-Founder and Managing Director of WorkMotion. “As we look to the future, however, education is key to harnessing cities’ potential. A city’s ability to equip its citizens with English language proficiency, tech literacy and attractive remote working conditions will ensure it can enjoy the economic benefits of remote work through local taxation without having to create the jobs locally.”

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Instructions

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<https://workmotion.com/the-local-talent-index/>

Spokespeople at WorkMotion are available for interviews. If you require an exclusive quote on a particular angle, then please contact us.

About WorkMotion: Founded in 2020, WorkMotion is a global HR platform enabling companies to hire, pay and onboard their remote employees in over 160 countries without opening local entities, 100%

legally compliant. We are a European market leader with a mission to create opportunities for anyone to work from anywhere. Learn more about us at workmotion.com.

About Sweet Spot PR: Based in Berlin, Sweet Spot is a data-driven content agency made up of data journalists, research analysts and content editors, that is responding to the growing challenges facing the media industry as it adapts to the digital world. The agency promotes fact-based, informative and compelling journalism by connecting data-driven journalists with excellent datasets from research agencies and industry patrons.