



**Magiczny
Kraków**

Generation Z Appreciates Kraków as a Place to Live! Results of the Latest Ranking

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Kraków is the only Polish city to be ranked among the 20 cities worldwide rated most highly by Generation Z. What makes young people see the capital of Małopolska as an attractive and convenient place to live?

The survey was conducted by the British platform Time Out, a global culture and lifestyle guide known for its popular travel rankings. It gathered opinions from residents of major cities around the world aged approximately 18 to 29, representing Generation Z.

Respondents assessed the quality of life in their cities, taking into account factors such as social connections, affordability, ease of getting around, as well as the diversity of events and leisure-time attractions. Liv Kelly, the author of the Time Out article and herself a member of Generation Z, notes that young people are increasingly being described as “Generation Active.” This means that, alongside cultural opportunities, access to sport and convenient use of green spaces may also play an important role in how they assess a city.

Based on the survey, 20 cities were identified where residents under the age of 30 believe life is the most satisfying. Tokyo took first place, appreciated for its easy access to cultural attractions, excellent public transport and walkability. Porto came second, recognised in particular for its strong sense of community, opportunities to build social relationships and relatively affordable cost of living.

Kraków ranked 13th, ahead of several major European capitals, including Paris, Athens and Vienna.

Young residents particularly appreciated the city’s attractive range of places to meet, both around the Main Market Square and in Kazimierz. This aspect, strongly emphasised throughout the survey, demonstrates how important social interaction and the building of local communities are in the lives of young people.

Another major strength of Kraków is its walkability, highlighted by around 90% of respondents. As many as 77% also said that it is easy to meet new people in Kraków.

Other advantages mentioned included the city’s rich cultural offer, including student and youth discounts available at museums, cinemas and theatres.

Kraków, widely recognised as Poland’s cultural capital and a UNESCO World Heritage City, attracts visitors from around the world and remains a vibrant, active urban destination. The results of the survey show that its character is also strongly appreciated by the youngest generation of adults, who see Kraków simply as a comfortable and attractive place to live.

The full ranking is available on [the Time Out website](#).