



LOOKING WEST 2007

Segment I: Urban Environment



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Urban Environment

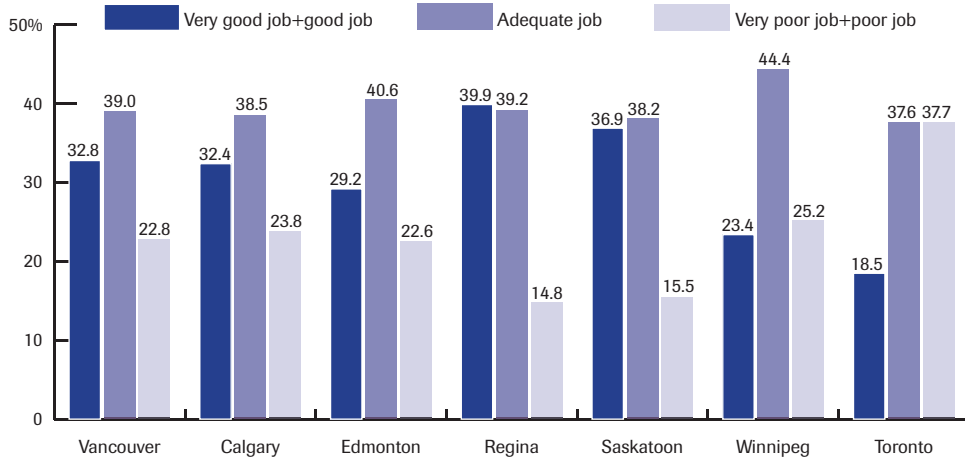
Urbanites in the West and Toronto place great value on the environment in and around their cities. The Looking West 2007 Survey shows that many environmental concerns are related to urban population size. The larger the city, the more concerned its residents are about the urban environment. This likely reflects perceptions of lower environmental quality in larger cities. As cities grow larger, air quality drops and the surrounding countryside is consumed, and what becomes rare, becomes more precious. The survey findings suggest that Canada may become increasingly environmentally conscious—especially in terms of the urban environment—as the country's cities continue to grow.

About Looking West 2007: The Looking West 2007 Survey is part of the Canada West Foundation's Western Cities Project. Core funding for the Western Cities Project has been provided by the Cities of Vancouver, Calgary, Edmonton, Regina, Saskatoon, and Winnipeg. The survey was administered by Probe Research between January 2 and February 3, 2007 from their Winnipeg call centre. A total of 3,500 urban residents were interviewed, with 500 from each of the following urban centres: Greater Vancouver Region; Calgary; Edmonton; Regina; Saskatoon; Winnipeg; and Greater Toronto Area. One can say with 95 percent certainty that the results are within +/- 1.66 percentage points of what they would have been if the entire adult population of these cities had been interviewed; for individual cities, results are within +/-4.38 percentage points. Looking West 2007 Survey topics include urban policy priorities; public safety; street level social problems; transportation; quality of life; environment and urban green spaces; urban growth and diversity; and assessing municipal, provincial and federal governments. The survey results will be released in segments over the course of 2007. Visit the Canada West Foundation website for more information.



Government and the Environment

Figure 1:



Government and the Environment

Regina and Saskatoon residents are the most satisfied with environmental protection in their cities; Toronto residents are the least satisfied

	Very good job	Good job	Adequate job	Poor job	Very poor job
Vancouver	7.0%	25.8%	39.0%	18.6%	4.2%
Calgary	7.4	25.0	38.5	19.4	4.4
Edmonton	5.2	24.0	40.6	18.2	4.4
Regina	8.8	31.1	39.2	11.6	3.2
Saskatoon	7.4	29.5	38.2	12.7	2.8
Winnipeg	20.6	2.8	44.4	21.8	3.4
Toronto	3.0	15.5	37.6	28.4	9.3

Looking West 2007 respondents were asked: “In your opinion, how good a job are governments doing to protect the environment in your city?” (Response options included a very good job, a good job, an adequate job, a poor job or a very poor job.)

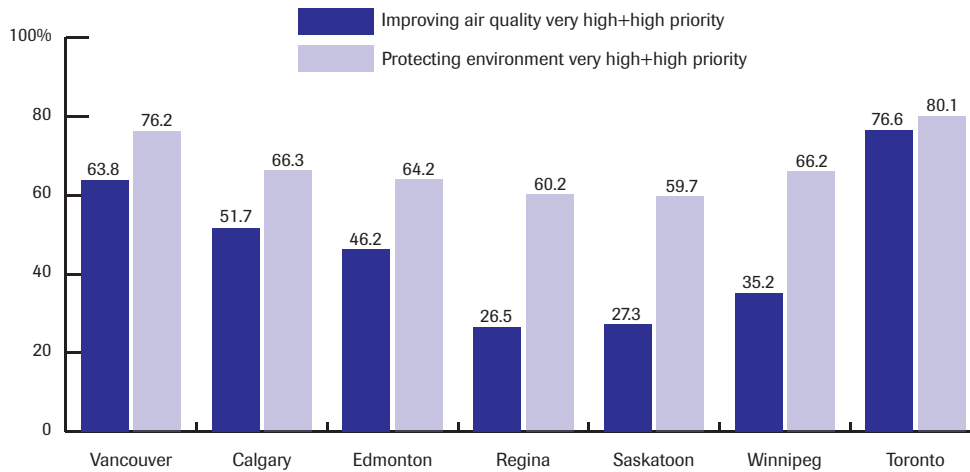
The results reveal that Regina residents are the most satisfied: almost 8 in 10 say that governments are doing a very good, a good or an adequate job protecting the environment in Regina. In the West, Winnipeg residents are the least satisfied with the job that governments are doing to protect the environment with only 67.8% reporting that governments are doing a very good, a good or an adequate job. Toronto residents are the least satisfied of the seven cities: only 56.1% feel that governments are doing a very good, a good or an adequate job in this area.





Air Quality and Protecting the Environment

Figure 2:



	Improving air quality		Protecting environment	
	Very high priority	High priority	Very high priority	High priority
Vancouver	16.8%	47.0%	24.0%	52.2%
Calgary	12.2	39.5	18.0	48.3
Edmonton	9.6	36.6	16.0	48.2
Regina	4.2	22.3	12.0	48.2
Saskatoon	4.6	22.7	12.7	47.0
Winnipeg	8.0	27.2	15.0	51.2
Toronto	23.7	52.9	28.2	51.9

Air Quality and Protecting the Environment

Improving air quality is a very high or high priority for a majority of Torontonians, Vancouverites and Calgarians but less of an issue for the residents of Edmonton, Saskatoon, Regina and Winnipeg

Respondents were asked to rate both “improving air quality in [their city]” and “protecting the environment in [their city]” as not a priority, a low priority, a medium priority, a high priority, or a very high priority.

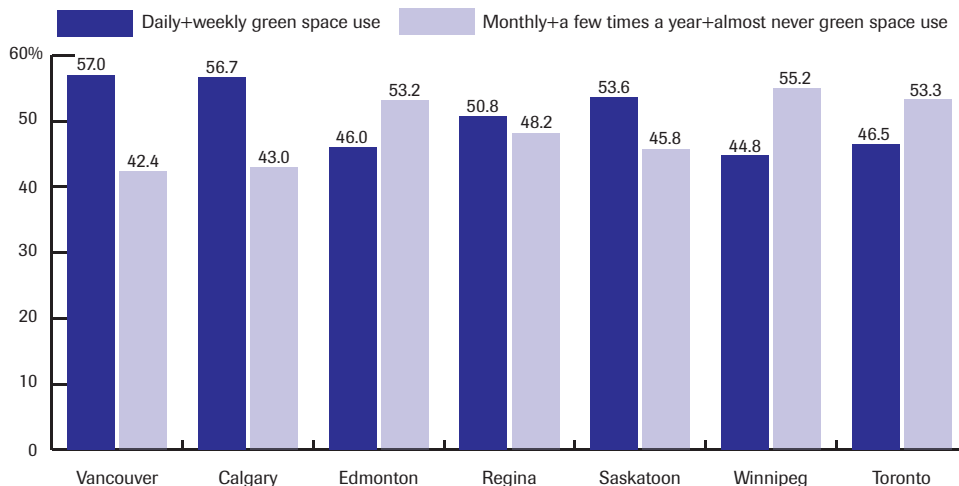
Improving air quality was a high or very high priority for over 7 in 10 Toronto residents, 6 in 10 in Vancouver, and 5 in 10 in Calgary. In general, the smaller the city, the lower the percentage of residents rating air quality as a high or very high priority.

In all seven cities, the majority of residents rate protecting the environment in their city as a high or very high priority. Responses vary with urban size, ranging from 8 in 10 in Toronto to 6 in 10 in Regina and Saskatoon.



Green Space Use

Figure 3:



Green Space Use

Calgarians and Vancouverites are the most frequent users of urban green space

	Daily	Weekly	Monthly	A few times/year	Almost never
Vancouver	18.6%	38.4%	21.2%	16.0%	5.2%
Calgary	23.6	33.1	19.6	17.6	5.8
Edmonton	13.6	32.4	18.8	23.6	10.8
Regina	17.3	33.5	16.5	22.5	9.2
Saskatoon	17.9	35.7	17.1	18.3	10.4
Winnipeg	12.0	32.8	22.6	26.2	6.4
Toronto	17.3	29.2	22.7	19.7	10.9

Respondents were asked, “How often do you use your city’s parks, natural areas, pathways, waterfronts, and other green spaces for things like walking, picnics, recreation, bike riding, and family outings?”

Residents of Vancouver and Calgary are the most likely to report frequent use of their city’s parks, natural areas, pathways, waterfronts, and other green spaces, with 57% of respondents from each city reporting daily or weekly green space use.

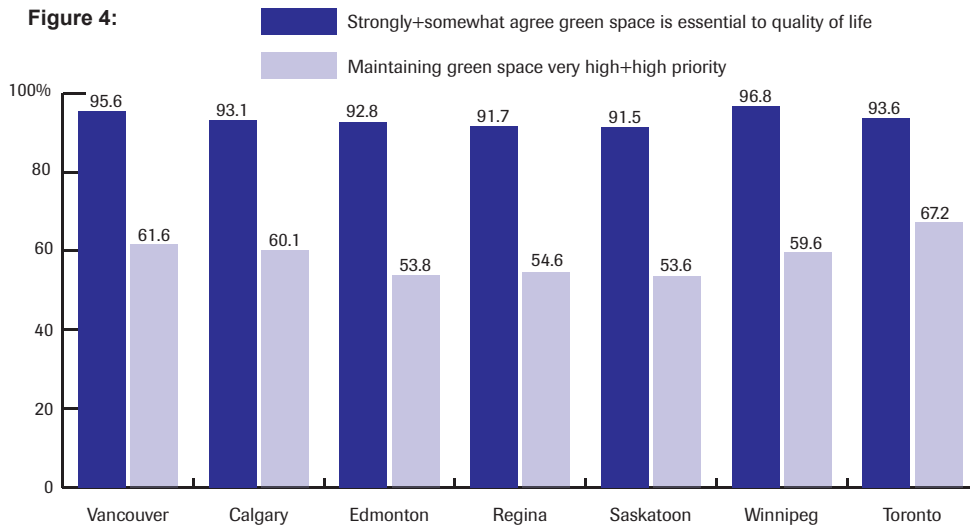
Saskatoon and Regina also had a majority of residents reporting frequent green space use.



Green Space Attitudes



Figure 4:



	Green space essential to quality of life		Maintaining green space	
	Strongly agree	Somewhat agree	Very high priority	High priority
Vancouver	72.6%	23.0%	14.8%	46.8%
Calgary	68.5	24.6	13.2	46.9
Edmonton	64.4	28.4	12.6	41.2
Regina	61.0	30.7	8.4	46.2
Saskatoon	60.4	31.1	8.8	44.8
Winnipeg	64.2	32.6	13.6	46.0
Toronto	68.4	25.2	18.3	48.9

Green Space Attitudes

Over 9 in 10 urbanites state that city parks and green spaces are “essential to quality of life”; the majority in all cities – and two-thirds in Toronto – state that maintaining urban green spaces is a very high or high priority

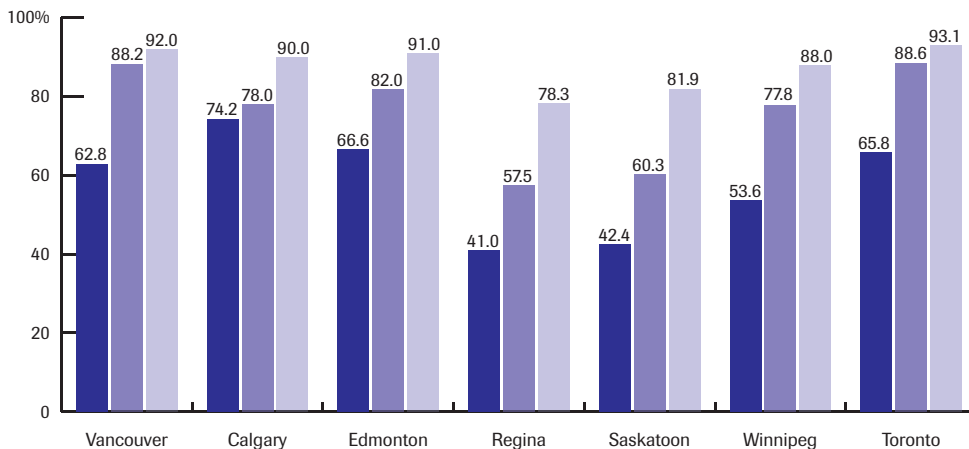
Respondents were asked to rate their agreement (strongly agree, somewhat agree, somewhat disagree, strongly disagree) with the statement “my city’s parks, natural areas, pathways, waterfronts, and other green spaces are essential to my quality of life.” Urbanites are nearly unanimous in their valuation of urban natural capital, with over 9 in 10 respondents in all seven cities agreeing that urban green spaces are essential to their quality of life. In all seven cities, respondents are more likely to strongly agree than to somewhat agree; Vancouver has a particularly high percentage of respondents who strongly agree (72.6%).

Given the above, it is notable that a much smaller percentage of respondents rate maintaining urban green spaces as a very high or high priority. Survey respondents were asked to rate “maintaining public parks, pathways and green spaces” as not a priority, a low priority, a medium priority, a high priority, or a very high priority. Toronto residents are the most likely to rate maintaining green spaces as a very high or high priority (almost 7 in 10), followed by Vancouver, Calgary and Winnipeg (6 in 10). The majority of respondents in Regina, Edmonton and Saskatoon also rate maintaining urban green spaces as a very high or high priority.

Land Use

Strongly+somewhat agree sprawl is a problem
 Protecting farmland very good+good idea
 Protecting natural areas very good+good idea

Figure 5:



Land Use

Three-quarters of Calgarians see urban sprawl as a problem; sprawl is also a concern for the majority of Edmonton, Toronto, Vancouver and Winnipeg residents

	Sprawl is a problem		Protect farmland		Protect natural areas	
	Strongly agree	Somewhat agree	Very good idea	Good idea	Very good idea	Good idea
Vancouver	26.0%	36.8%	50.8%	37.4%	52.0%	40.0%
Calgary	42.9	31.3	33.1	44.9	50.9	39.1
Edmonton	24.8	41.8	29.2	52.8	46.6	44.4
Regina	13.7	27.3	19.7	37.8	31.5	46.8
Saskatoon	12.7	29.7	19.5	40.8	33.7	48.2
Winnipeg	19.2	34.4	32.0	45.8	39.2	48.8
Toronto	32.4	33.4	45.9	42.7	54.3	38.8

Looking West 2007 respondents were asked to rate their agreement (strongly agree, somewhat agree, somewhat disagree, strongly disagree) with the statement “urban sprawl is a problem for [their city].” Calgarians are the most likely to state that urban sprawl is a problem for their city, with 74.2% agreeing (either strongly or somewhat) with the statement—a full 11 percentage points above Vancouver and 8 percentage points above Toronto.

For both Edmonton and Toronto, almost two-thirds of respondents feel that sprawl is a problem for their city, and Vancouver almost matches these numbers. While a majority of Winnipeggers feel that sprawl is a problem for Winnipeg, only 4 in 10 residents of Regina and Saskatoon feel sprawl is a problem for their cities.



Land Use

Survey respondents were asked to rate the statement “governments should protect the farmlands around [their city] from residential and industrial development” as a very good idea, a good idea, a poor idea or a very poor idea. (For Vancouver, respondents were asked about farmland “in the Lower Mainland”; for Toronto, respondents were asked about farmland “around the Greater Toronto Area.”)

Residents of Toronto and Vancouver are the most supportive of protecting farmland, with almost 9 in 10 stating it is a good or very good idea. Indeed, over 5 in 10 Vancouver residents state this is a very good idea.

About 8 in 10 residents of Edmonton, Winnipeg and Calgary state that protecting farmland around the city is a good or very good idea. Support for protecting urban-adjacent farmland drops somewhat in Saskatchewan, with about 6 in 10 residents of Saskatoon and Regina stating that this is a good or very good idea.

While enthusiasm for protecting farmland is high, there is even greater interest in protecting natural areas near cities. Respondents were asked to rate the statement “governments should protect the natural areas around [their city] from residential and industrial development” as a very good idea, a good idea, a poor idea or a very poor idea. (For Vancouver, respondents were asked about natural areas “in the Lower Mainland”; for Toronto, respondents were asked about natural areas “around the Greater Toronto Area.”)

About 9 in 10 residents of Toronto, Vancouver, Edmonton, and Calgary feel that protecting natural areas around their city is a good or very good idea; in Toronto, Vancouver, and Calgary, over 50% state it is a very good idea. Just under 9 in 10 people in Winnipeg, and roughly 8 in 10 people in Saskatoon and Regina, feel that protecting urban-adjacent natural areas is a good or very good idea.



Land Use

Residents of Toronto and Vancouver are the most supportive of protecting urban-adjacent farmland; residents of Toronto, Vancouver and Calgary are the most supportive of protecting urban-adjacent natural areas