



))) **LOOKING WEST 2007**
Segment 5: Urban Quality of Life and Urban Growth



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Urban Quality of Life and Urban Growth

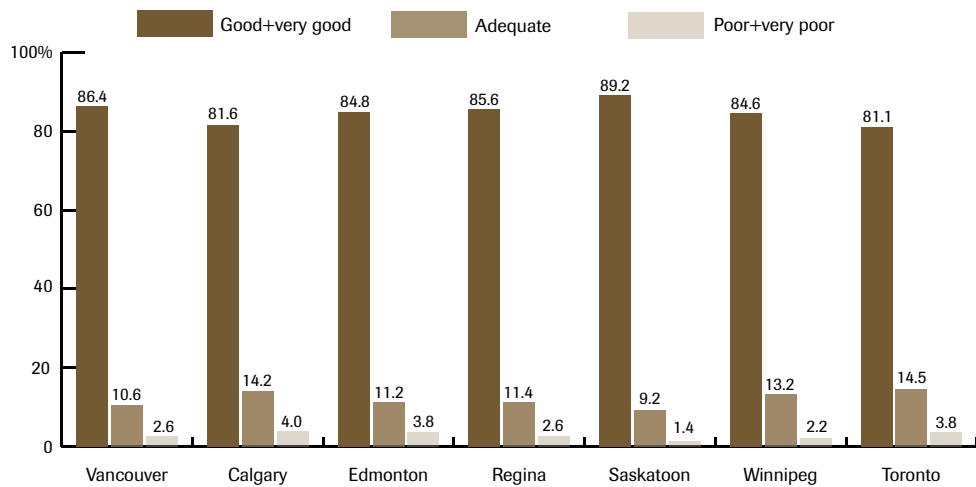
Most residents of Toronto and the six largest western Canadian cities are quite satisfied with the quality of life in their cities: 8 in 10 state that their city has a good or very good quality of life and those who think that their city's quality of life will deteriorate in the years ahead are in the minority. Vancouver, Toronto and Saskatoon residents are the most satisfied with the appearance of their downtowns. Over 8 in 10 feel that their city is welcoming to a diversity of cultures and that immigration is good for their city.



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 were released in five segments between March and June 2007. A summary report will be released in the fall of 2007. Visit the Canada West Foundation website (www.cwf.ca) to download the reports at no charge.

Quality of Life

Figure 1: Current Quality of Life in City



Quality of Life

While 8 in 10 in every city rate their current quality of life as good or very good, Saskatoon is the only city in which a majority states that it is very good

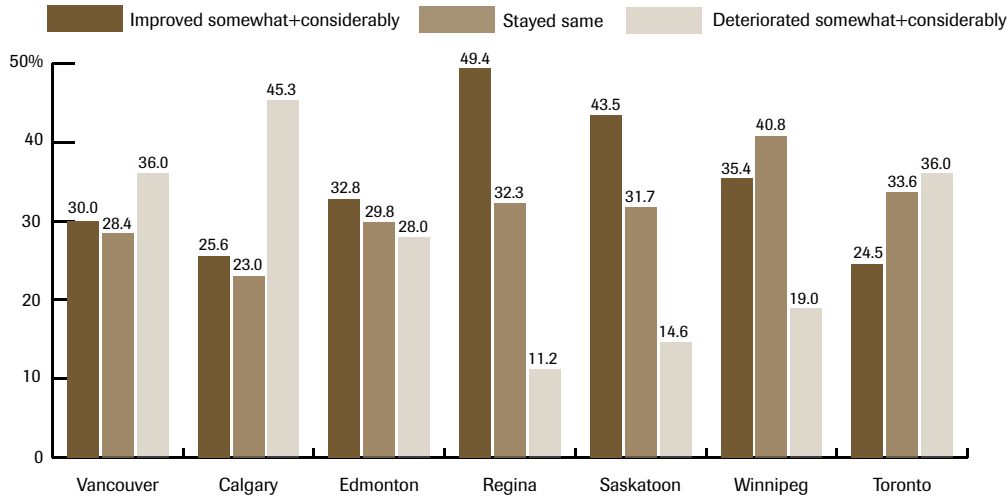
	Very good	Good	Adequate	Poor	Very poor
Vancouver	45.8%	40.6%	10.6%	2.2%	0.4%
Calgary	41.9	39.7	14.2	3.2	0.8
Edmonton	40.2	44.6	11.2	3.6	0.2
Regina	43.4	42.2	11.4	2.2	0.4
Saskatoon	50.2	39.0	9.2	1.2	0.2
Winnipeg	31.4	53.2	13.2	1.6	0.6
Toronto	31.2	49.9	14.5	3.2	0.6

Looking West 2007 respondents were asked: "Thinking about your city as a whole today, would you rate the overall quality of life in your city as very good, good, adequate, poor, or very poor?" Across all seven cities, over 8 in 10 respondents rate the overall quality of life in their city as good or very good. Saskatoon is the only city in which a majority of respondents rates the current quality of life as very good. In Vancouver, Regina, Calgary and Edmonton, 4 in 10 rate the current quality of life as very good, while in Winnipeg and Toronto, 3 in 10 give their city's current quality of life a very good rating.



Quality of Life

Figure 2: Current Quality of Life in City Compared to Five Years Ago



	Improved considerably	Improved somewhat	Stayed same	Deteriorated somewhat	Deteriorated considerably
Vancouver	5.6%	24.4%	28.4%	31.0%	5.0%
Calgary	5.2	20.4	23.0	37.1	8.2
Edmonton	8.4	24.4	29.8	23.6	4.4
Regina	11.8	37.6	32.3	9.4	1.8
Saskatoon	9.2	34.3	31.7	11.2	3.4
Winnipeg	6.6	28.8	40.8	17.0	2.0
Toronto	5.6	18.9	33.6	30.4	5.6

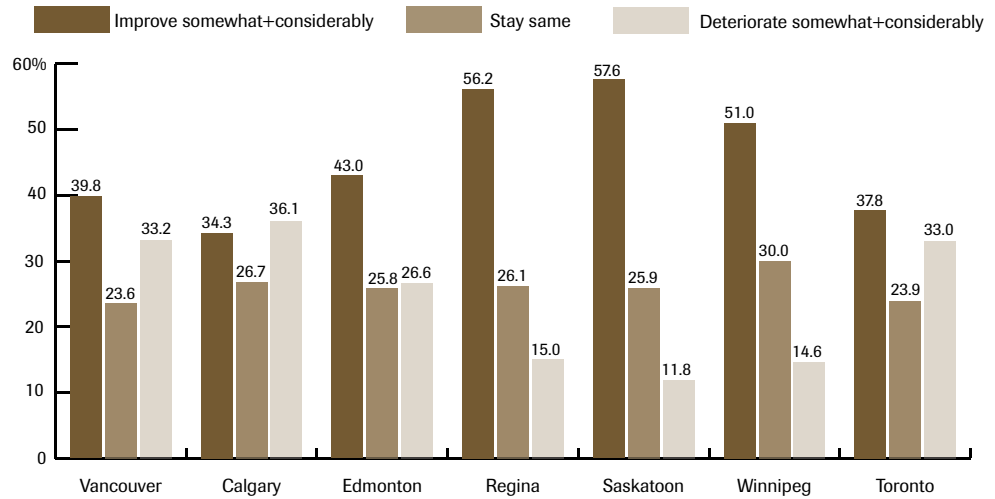
After being asked about the current quality of life, Looking West 2007 respondents were asked: “When you compare overall quality of life in your city as a whole now to five years ago, would you say that quality of life has improved considerably, improved somewhat, stayed the same, deteriorated somewhat, or deteriorated considerably?” Regina and Saskatoon respondents are the most likely to state that quality of life has improved, and Regina, Saskatoon and Winnipeg respondents are much less likely than larger city respondents to state that quality of life has deteriorated in the past five years. Calgary respondents are the most likely to state that quality of life has deteriorated compared to five years ago.

Quality of Life

Calgary respondents are the most likely to state that quality of life has deteriorated in the past five years, while Regina and Saskatoon respondents are the most likely to state that quality of life has improved

Quality of Life

Figure 3: Expectations for Quality of Life Five Years in the Future



Quality of Life

Urbanites are split when it comes to their expectations regarding how quality of life in their city will change in the next five years; Regina and Saskatoon residents are the most likely to be optimistic, while Calgary residents are the most likely to be pessimistic

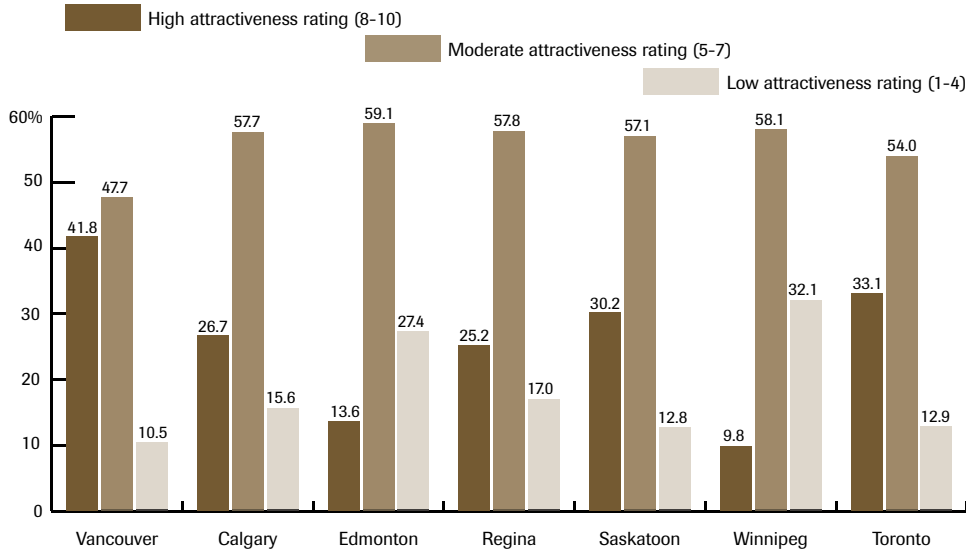
	Improve considerably	Improve somewhat	Stay same	Deteriorate somewhat	Deteriorate considerably
Vancouver	7.0%	32.8%	23.6%	27.4%	5.8%
Calgary	7.6	26.7	26.7	27.9	8.2
Edmonton	9.2	33.8	25.8	22.8	3.8
Regina	12.2	44.0	26.1	11.8	3.2
Saskatoon	10.8	46.8	25.9	9.4	2.4
Winnipeg	6.2	44.8	30.0	13.4	1.2
Toronto	7.2	30.6	23.9	26.2	6.8

Looking West 2007 respondents were asked: "Thinking ahead to five years from now, how do you expect overall quality of life in your city as a whole to change? Do you think it will improve considerably, improve somewhat, stay the same, deteriorate somewhat, or deteriorate considerably?" With the exception of Calgary, the number of residents predicting that quality of life will improve is greater than the number predicting it will deteriorate. In Calgary, the number predicting improvement is roughly equal to the number predicting deterioration. Saskatoon, Regina and Winnipeg residents are the most likely to state that quality of life will improve in the next five years. The differences between Calgary and Edmonton are of note: while over 4 in 10 Edmonton residents predict improvements in quality of life, Calgary residents are less optimistic.



Attractiveness of Downtown

Figure 4: Attractiveness of Downtown



Respondents were asked: “I would like you to think about the physical appearance of the overall downtown area in your city, including the buildings, streets, public art and green spaces in the downtown. On a scale from 1 to 10, with 1 being not at all attractive and 10 being highly attractive, how would you rate your city’s downtown?” Vancouver residents are the most likely to rate the attractiveness of their city’s downtown as an 8 or better out of 10. Winnipeg and Edmonton residents are the least likely to be impressed with the attractiveness of their downtowns, with 32.1% of Winnipeggers and 27.4% of Edmontonians giving their downtowns an attractiveness rating of 4 or less.

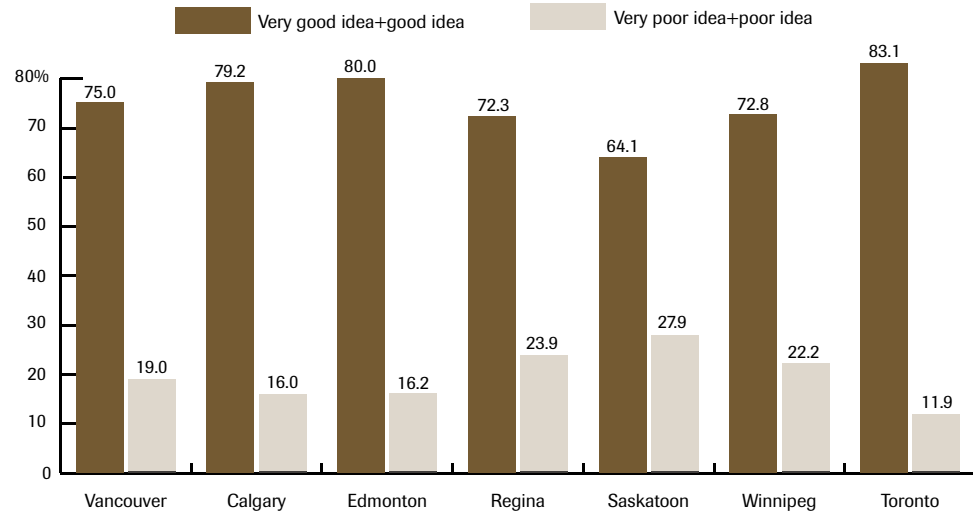
Attractiveness of Downtown

Vancouver, Toronto and Saskatoon residents are the most likely to describe their downtowns as attractive, while Winnipeg and Edmonton residents are the least likely to rate the attractiveness of their downtowns highly



Historic Buildings

Figure 5: Protect Historic Buildings



Protect historic buildings

Protecting historic buildings has strong support in all seven cities

	Very good idea	Good idea	Poor idea	Very poor idea
Vancouver	35.4%	39.6%	15.0%	4.0%
Calgary	40.5	38.7	12.2	3.8
Edmonton	35.2	44.8	13.6	2.6
Regina	31.7	40.6	18.9	5.0
Saskatoon	24.7	39.4	21.9	6.0
Winnipeg	35.4	37.4	17.2	5.0
Toronto	42.1	41.0	9.3	2.6

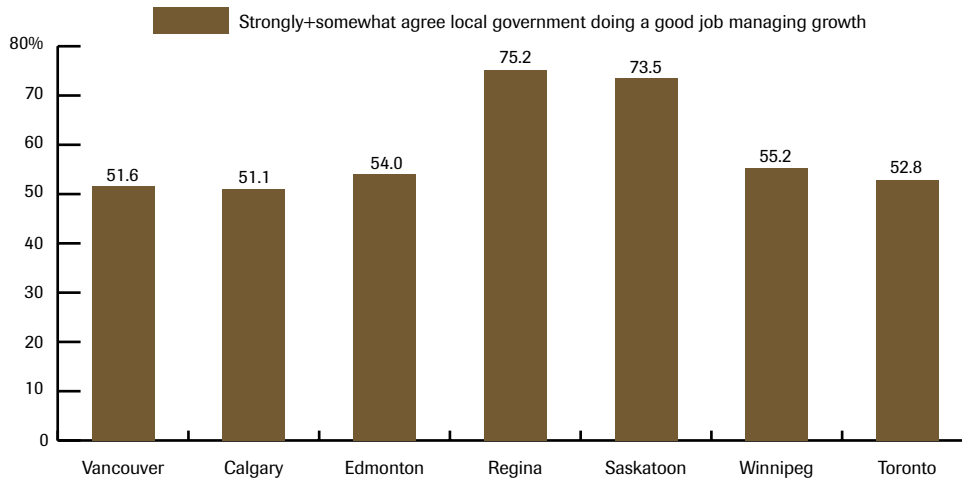
Looking West 2007 respondents were asked to rate the statement: “Your city should protect historic buildings rather than demolish them to make space for new buildings” as a very good idea, a good idea, a poor idea or a very poor idea. Toronto, Calgary and Edmonton residents are the most likely to support this idea, with 8 in 10 stating that it is a good or very good idea. Over 7 in 10 Vancouver, Winnipeg and Regina residents feel it is a good or very good idea to protect historic buildings; in Saskatoon, this drops to about 6 in 10 residents.





Population Growth

Figure 6: Population Growth



	Local government doing good job to manage growth	
	Strongly agree	Somewhat agree
Vancouver	6.6%	45.0%
Calgary	7.4	43.7
Edmonton	8.6	45.4
Regina	21.3	53.9
Saskatoon	15.1	58.4
Winnipeg	8.2	47.0
Toronto	8.7	44.1

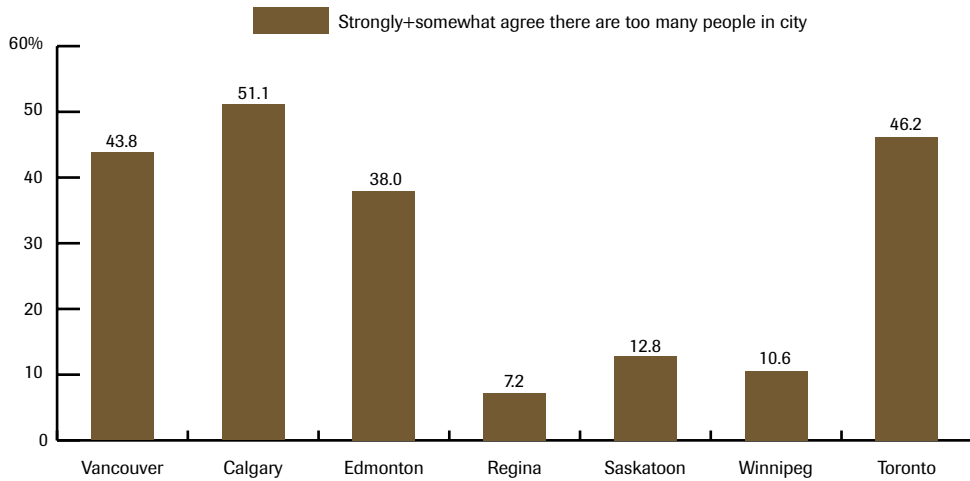
Looking West 2007 respondents were asked to rate their agreement (strongly agree, somewhat agree, somewhat disagree, or strongly disagree) with the statement: “The local government is doing a good job responding to your city’s population growth.” Regina and Saskatoon residents are the most likely to be satisfied with how their local governments have managed population growth, with over 7 in 10 agreeing that the local government has done a good job.

Population Growth

The majority in each city feels the local government is doing a good job managing population growth

Population Size

Figure 7: Population Size



Population Size

5 in 10 *Calgarians*
and *4 in 10*
Vancouverites and
Torontonians feel
there are too many
people living in their
city

	Too many people in city	
	Strongly agree	Somewhat agree
Vancouver	19.2%	24.6%
Calgary	28.9	22.2
Edmonton	15.4	22.6
Regina	1.2	6.0
Saskatoon	3.4	9.4
Winnipeg	2.8	7.8
Toronto	22.9	23.3

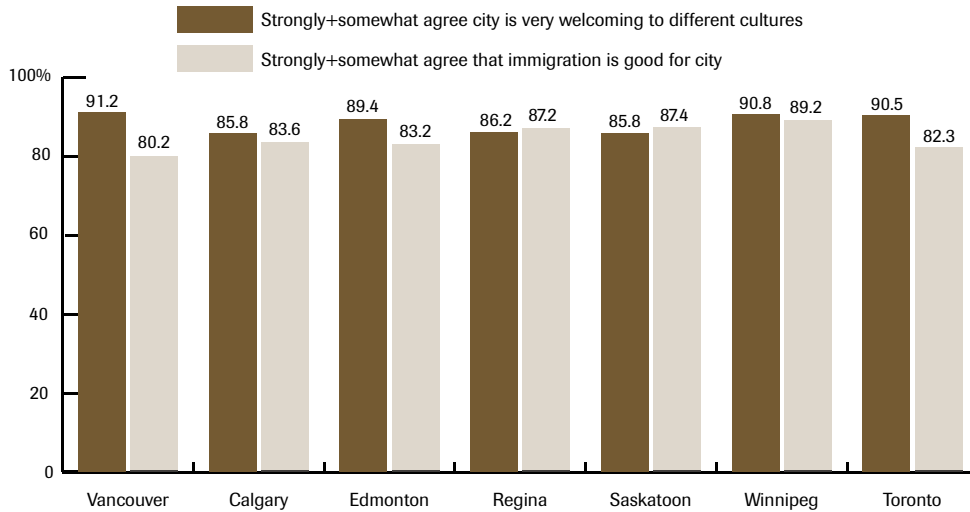
Respondents were asked to rate their agreement (strongly agree, somewhat agree, somewhat disagree, or strongly disagree) with the statement: "There are too many people living in your city." Rapidly-growing Calgary is the only city in which a majority of respondents (51.1%) strongly or somewhat agrees that there are too many people in the city, while about 4 in 10 Vancouver, Toronto and Edmonton residents agree with this sentiment. Residents of the smaller cities of Winnipeg, Saskatoon and Regina are much less likely to agree that there are too many people living in their city.





Population Diversity

Figure 8: Population Diversity



	City very welcoming to different cultures		Immigration good for city	
	Strongly agree	Somewhat agree	Strongly agree	Somewhat agree
Vancouver	52.6%	38.6%	37.8%	42.4%
Calgary	42.5	43.3	45.3	38.3
Edmonton	45.8	43.6	37.6	45.6
Regina	44.4	41.8	48.6	38.6
Saskatoon	40.8	45.0	46.2	41.2
Winnipeg	51.4	39.4	48.6	40.6
Toronto	56.7	33.8	47.1	35.2

Respondents were asked to rate their agreement (strongly agree, somewhat agree, somewhat disagree, or strongly disagree) with the statement: “My city is very welcoming to people of different cultures and backgrounds.” They were also asked to rate their agreement with the statement: “Immigration from other countries is good for your city.” In Vancouver, Toronto, Winnipeg and Edmonton, 9 in 10 residents strongly or somewhat agree that their city is very welcoming to people of different cultures and backgrounds; in Calgary, Regina and Saskatoon, over 8 in 10 agree with the statement. Attitudes toward immigration are also very positive, with over 8 in 10 residents in each city agreeing that immigration is good for their city.

Population Diversity

Across all seven cities, over 8 in 10 residents feel their city is welcoming to people of different cultures and backgrounds, and over 8 in 10 feel immigration is good for their city