

**VEOLIA
OBSERVATORY
OF URBAN
LIFESTYLES**

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**Environmental sustainability
in Urban Centers**

PECC Tokyo
October 2010



VEOLIA
OBSERVATORY
OF URBAN
LIFESTYLES

Life in the City
2008

Results presentation

Research carried out for
Veolia Environnement
by IPSOS



The 2008 survey

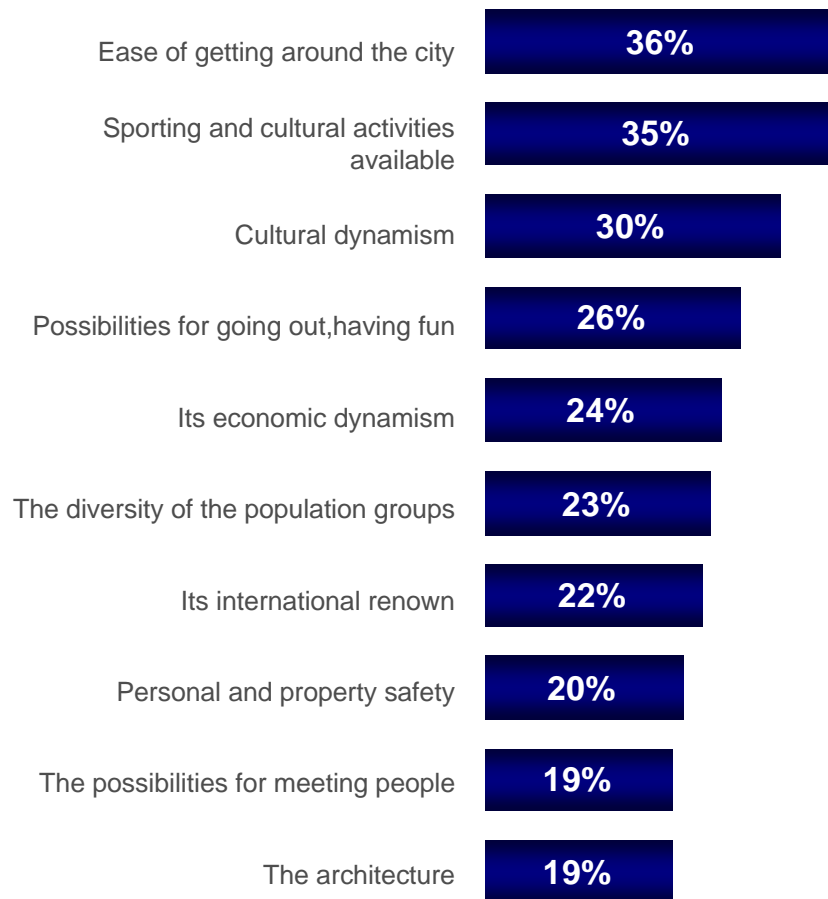
More than 8,500 city dwellers interviewed in 14 cities



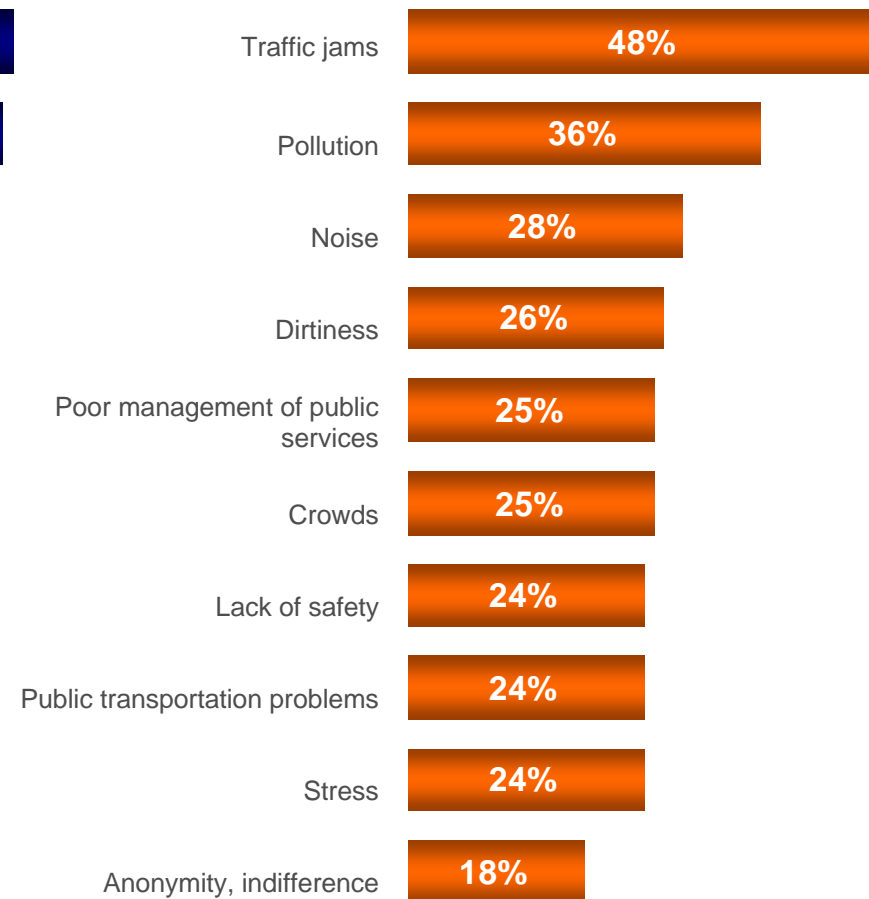
- **Mixed feelings, confidence & attachment**
- **Satisfied overall, underlying discontent**
- **Quality of urban life under challenge**
- **Six types of cities**
- **The ideal city: An impossible search for harmony?**

Reasons for liking and disliking the city

LIKING

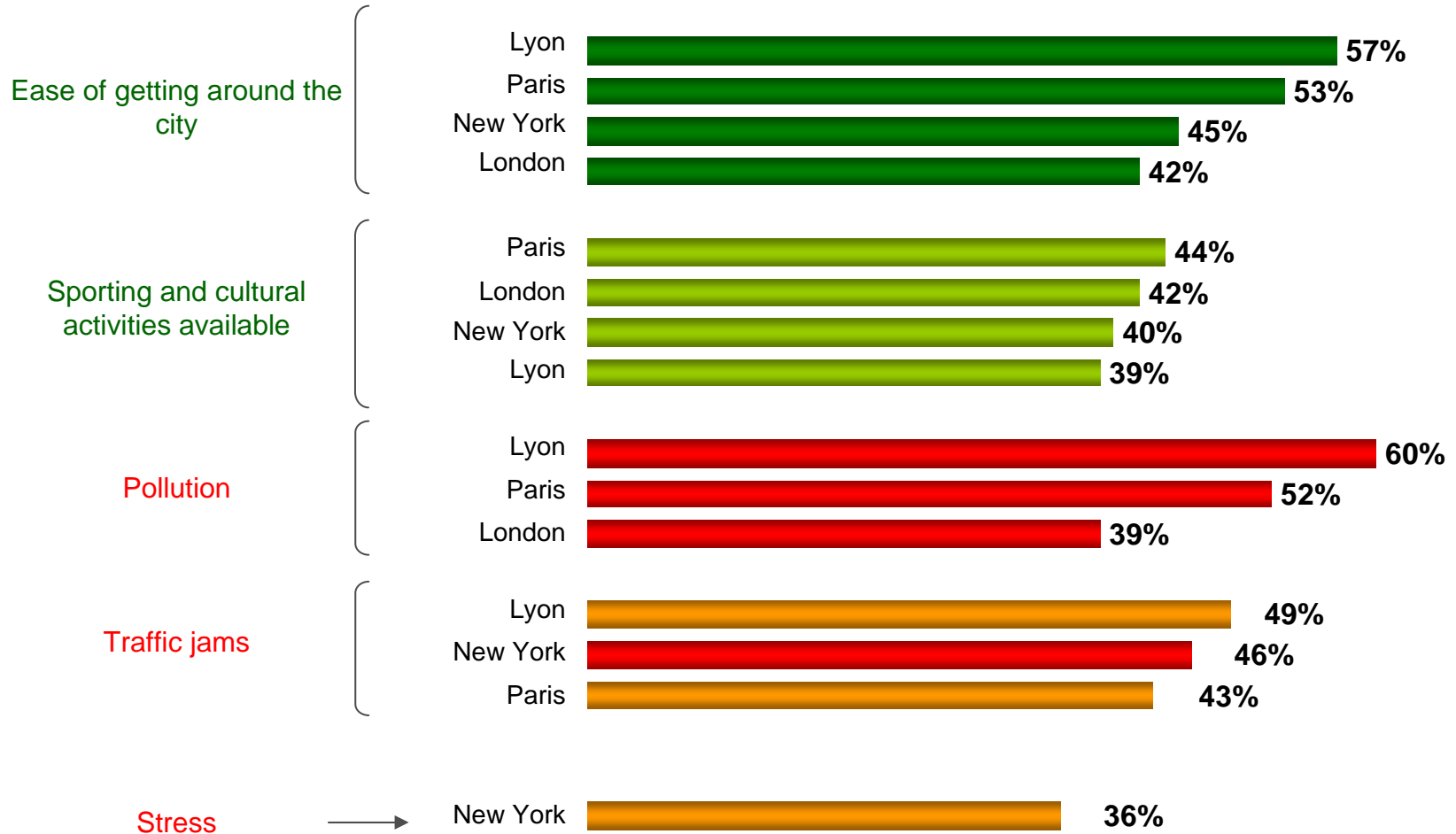


DISLIKING



- **Mixed feelings, confidence & attachment**
- **Satisfied overall, underlying discontent**
- **Quality of urban life under challenge**
- **Six types of cities**
- **The ideal city: An impossible search for harmony?**

London, Lyon, New York and Paris: CONVENIENT AND CULTURAL CITIES

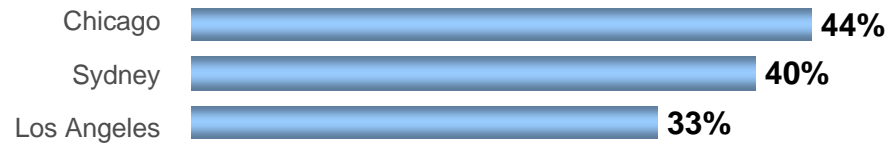


Chicago, Sydney and Los Angeles: THE EASY TO LIVE CITIES

VERY satisfied with their city



VERY satisfied with their living conditions



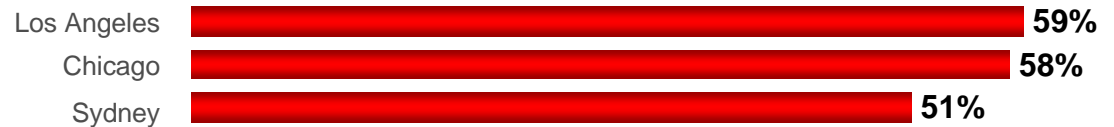
Sporting and cultural activities available



The diversity of the population groups



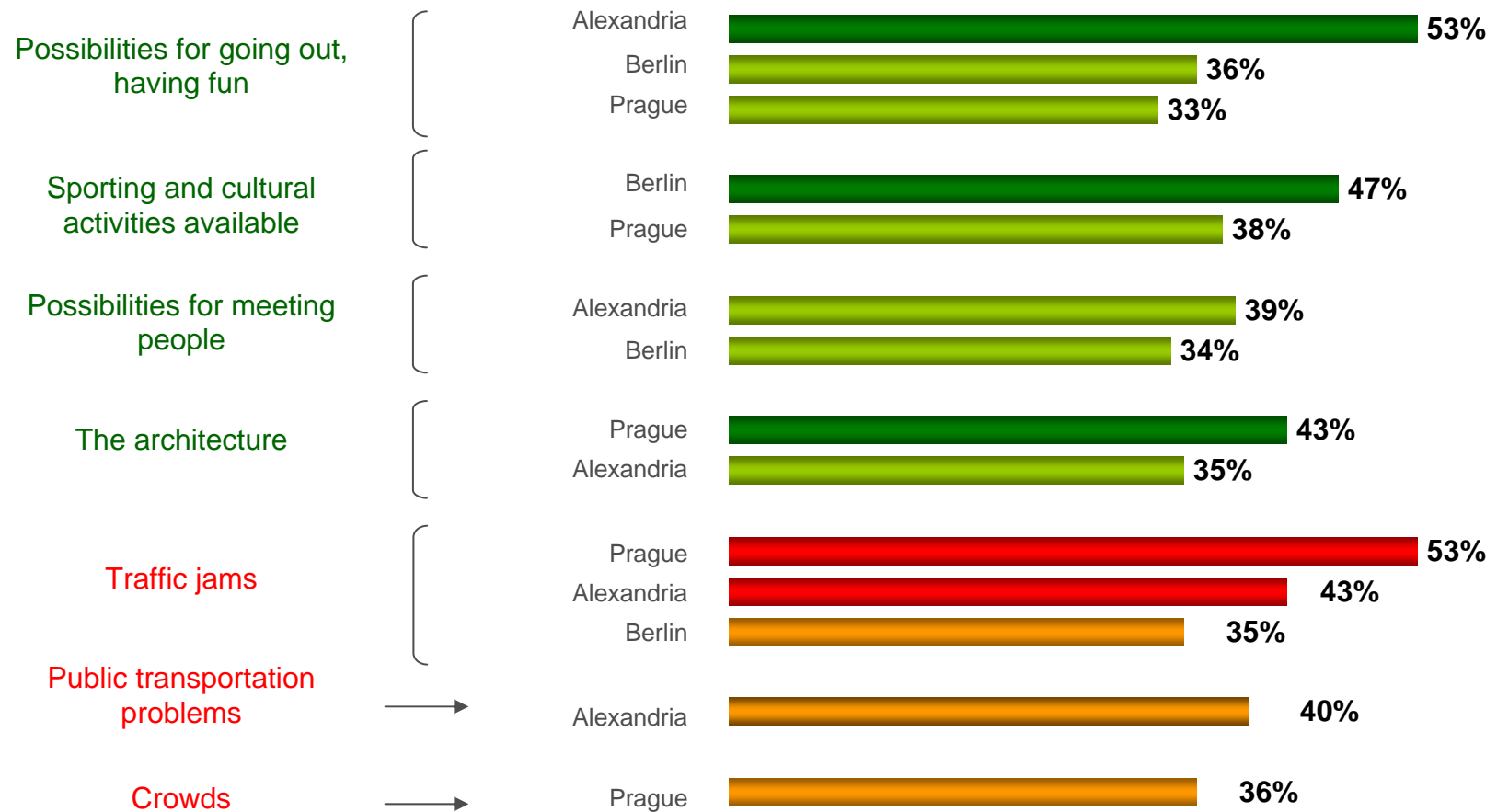
Traffic jams



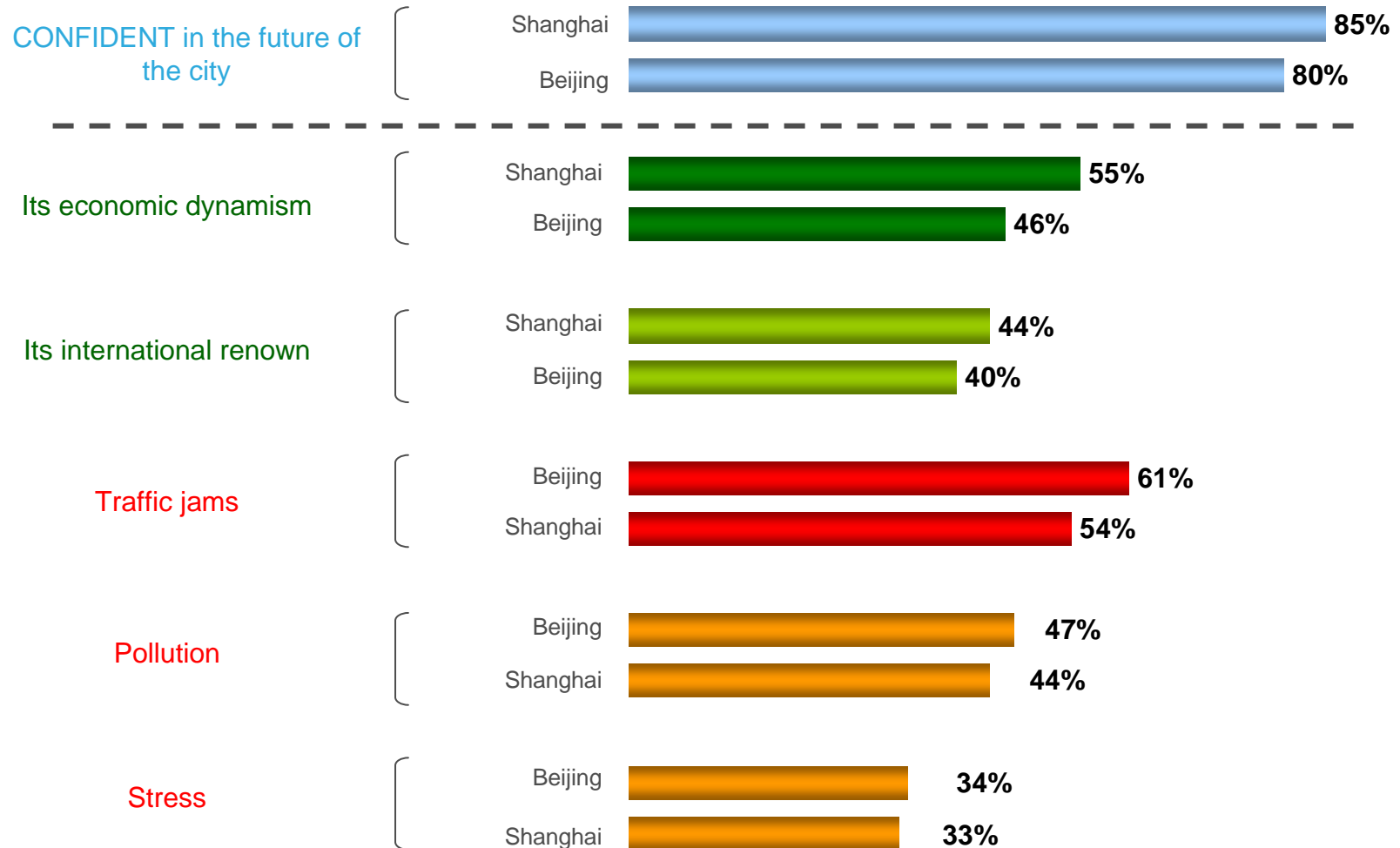
Public transportation problems



Alexandria, Berlin and Prague: FUN-LOVING CITIES

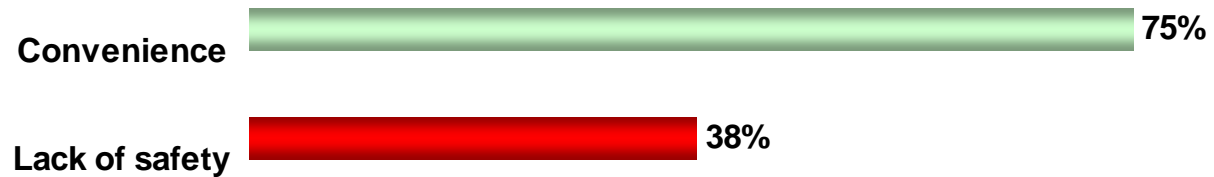


Shanghai and Beijing: TWO CITIES IN FULL BOOM AND LOOKING TO THE FUTURE

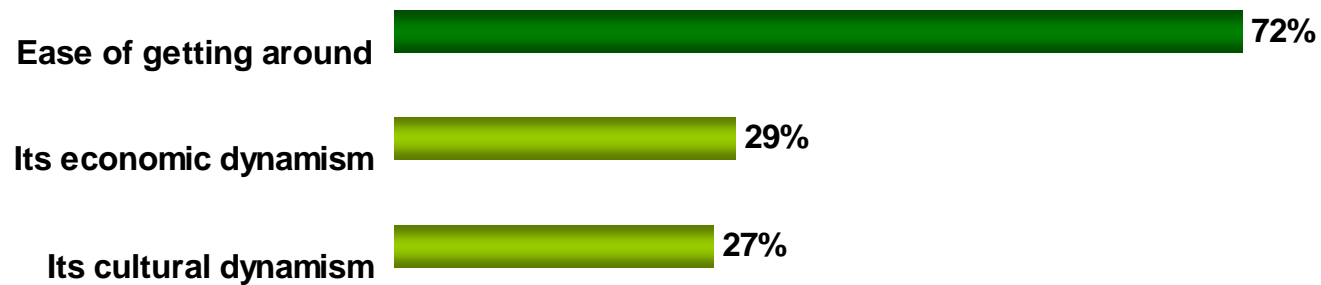


Tokyo: THE NEUTRAL CITY

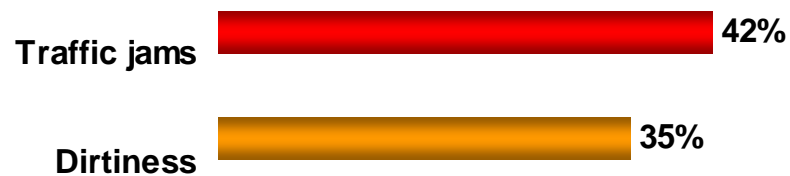
Feelings the city evokes:



Features liked about the city:

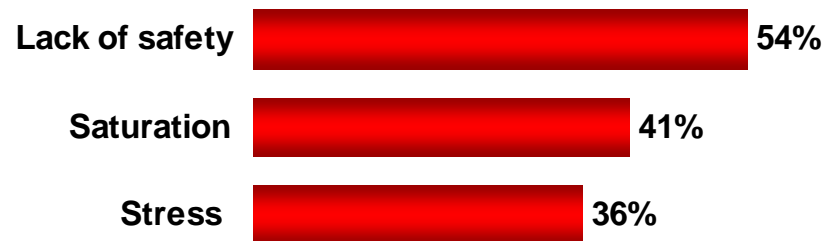


Features disliked about the city:



Mexico City: THE FRIGHTENING CITY

Feelings the city evokes:



Features disliked about the city:



Features disliked about the city:



In the end, an ideal city would combine...



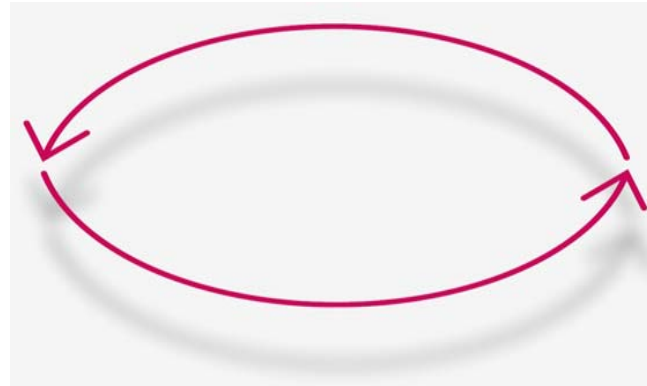
**The living environment of
Sydney and Chicago**

**The cleanliness
of Los Angeles**

**The architecture of
Prague**

The size of Lyon

**The range of cultural
activities of Paris**



**The fun-loving
atmosphere and
warmth of Alexandria**

**The economic vitality of
Shanghai and Beijing**

**The ease of meeting
people of Berlin**

**The population diversity of
New York**

**The mass transit
systems of Tokyo**

VEOLIA
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Cities for Living 2010

Results presentation

Research carried out for
Veolia Environnement
by TNS Sofres



More than 7,000 urbanites interviewed in 7 cities



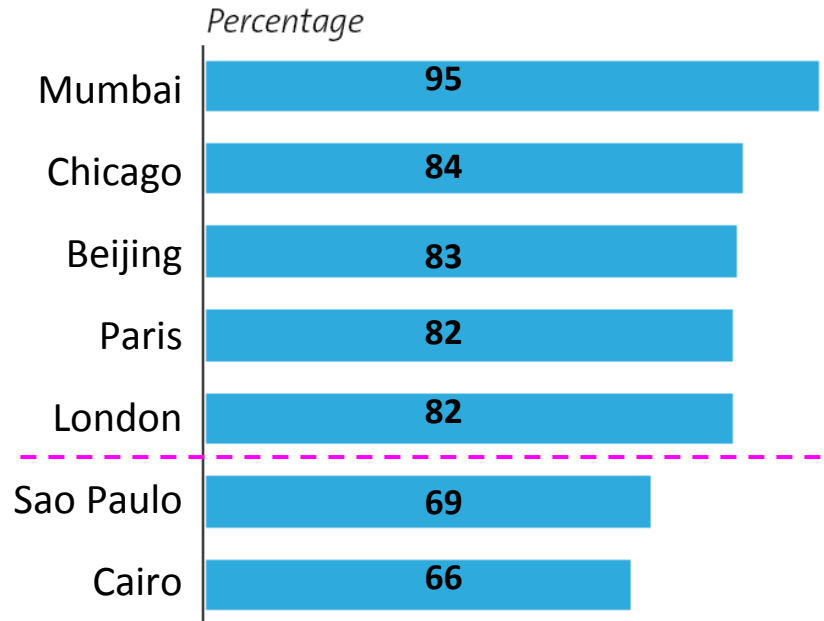
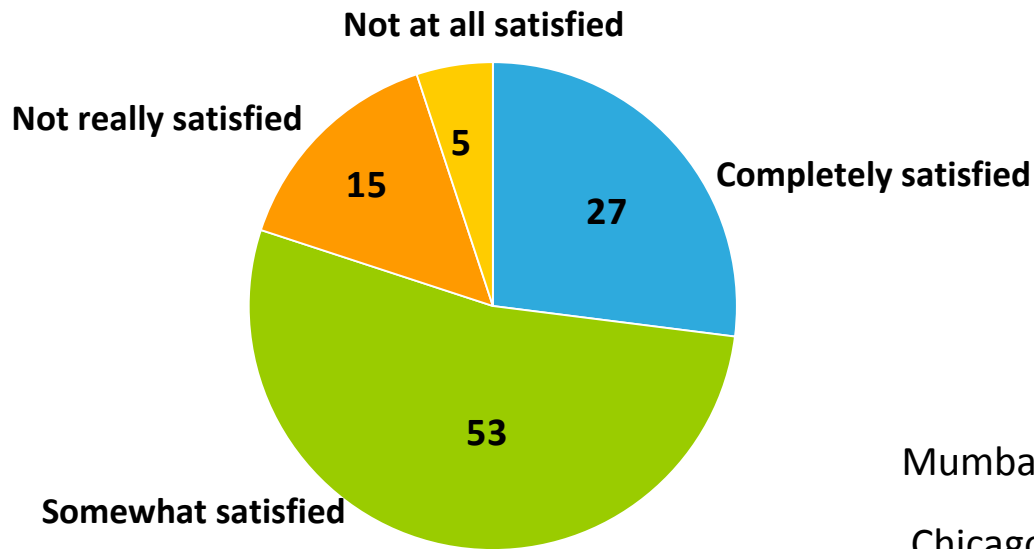
Summary

- Trying but Beloved Cities
- My Life, Our City
- Thinking about the future
- Environmental Requirements
- Sustainable Cities of the Future: Typology of Expectations

Trying but Beloved Cities



Global satisfaction with respect to their city



... partly linked to whether or not the choice to live in a city was voluntary.



of urbanites have chosen to live in a city; it's a way of life they enjoy very much.



say they had no choice about living in a city; it's more something that is necessary due to family or business reasons. In spite of this, 65% of them are satisfied with their city.

The most satisfied with their city are **those who have chosen urban life** (89% vs. 80% in average)

As well as...

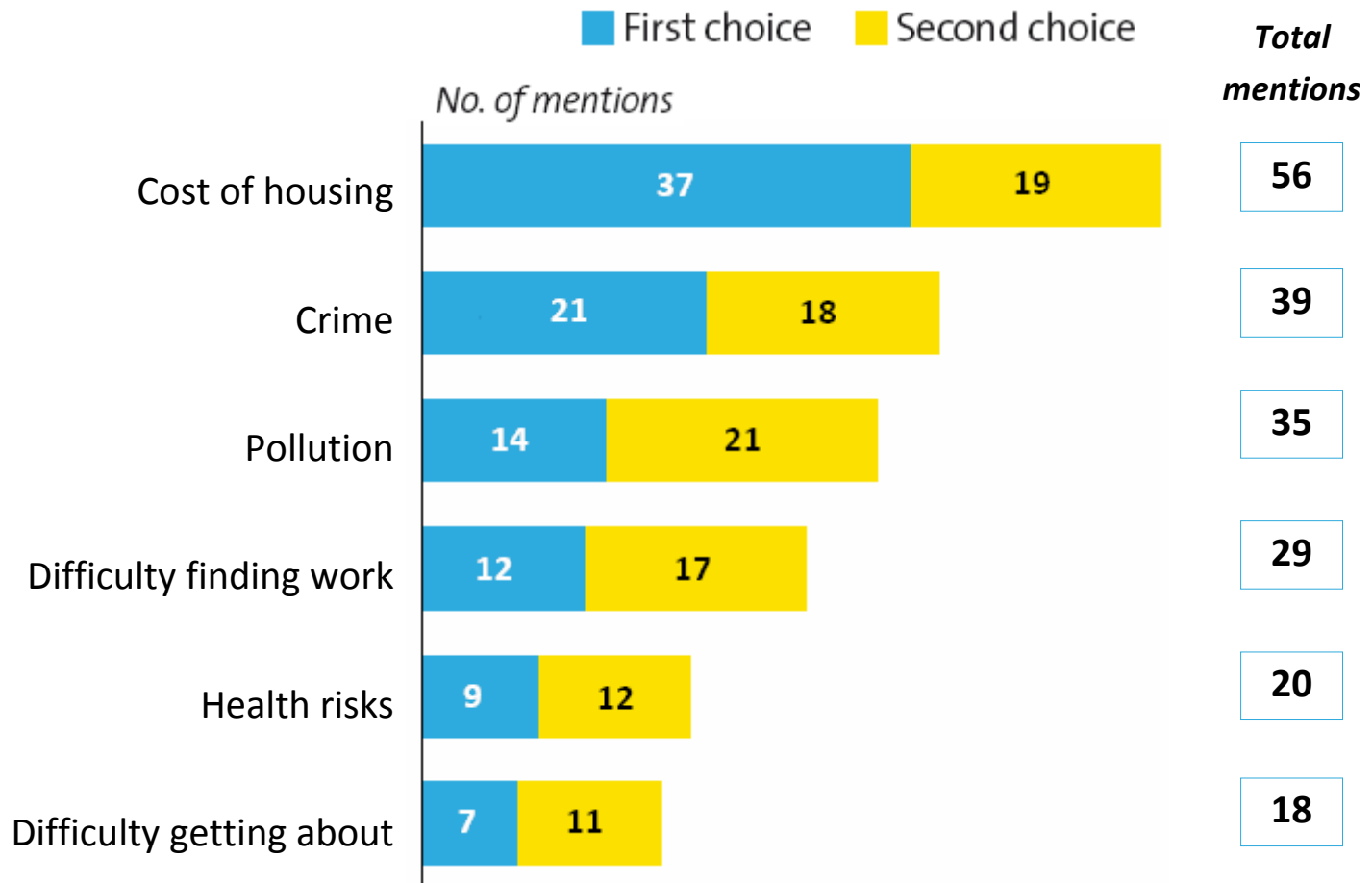
the **more affluent** households (86%),
those who have lived in their city for **less than 10 years** (84%),
and those who **own their own homes** (83%).

On the other hand, **the harshest judges** in respect to their city are those who see urban life as **a constraint** (only 65% of them are satisfied)

As well as...

the **least affluent** households (75%),
and those who **commute for more than two hours** a day (76%).

Main issues faced by their city housing prices, crime, pollution, jobs

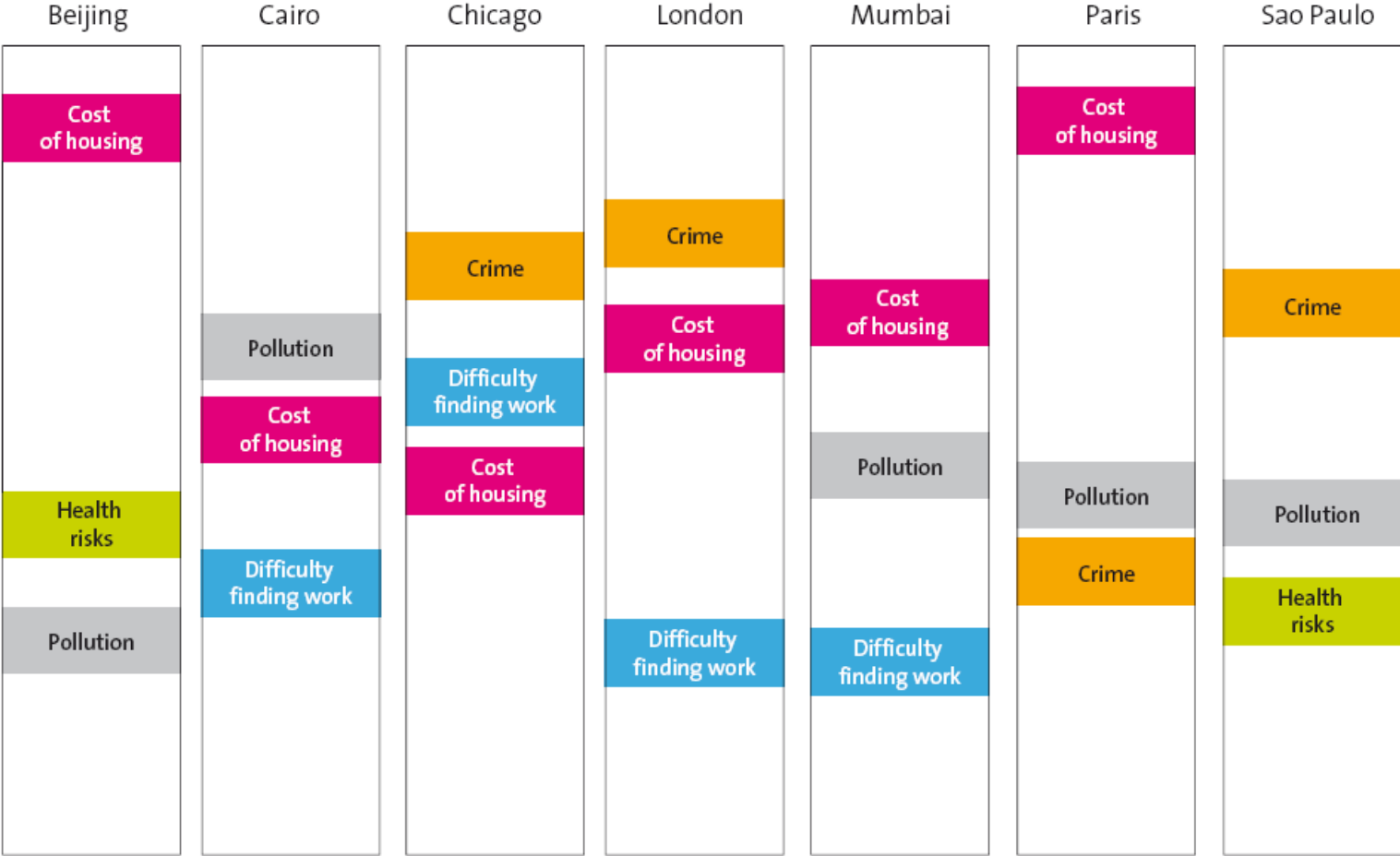


Each city has its own set of concerns: Local particularities come out

High score



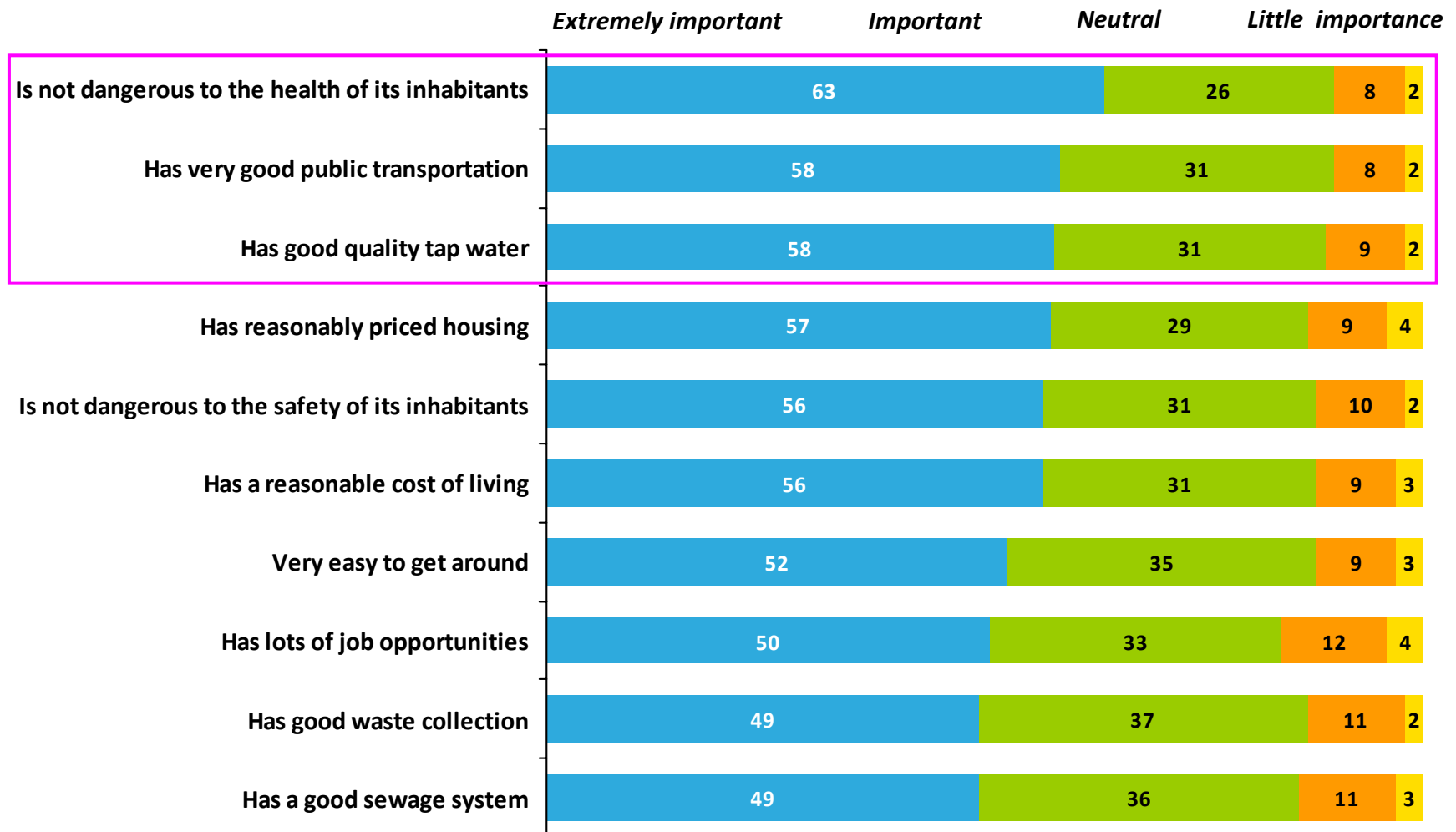
Low score



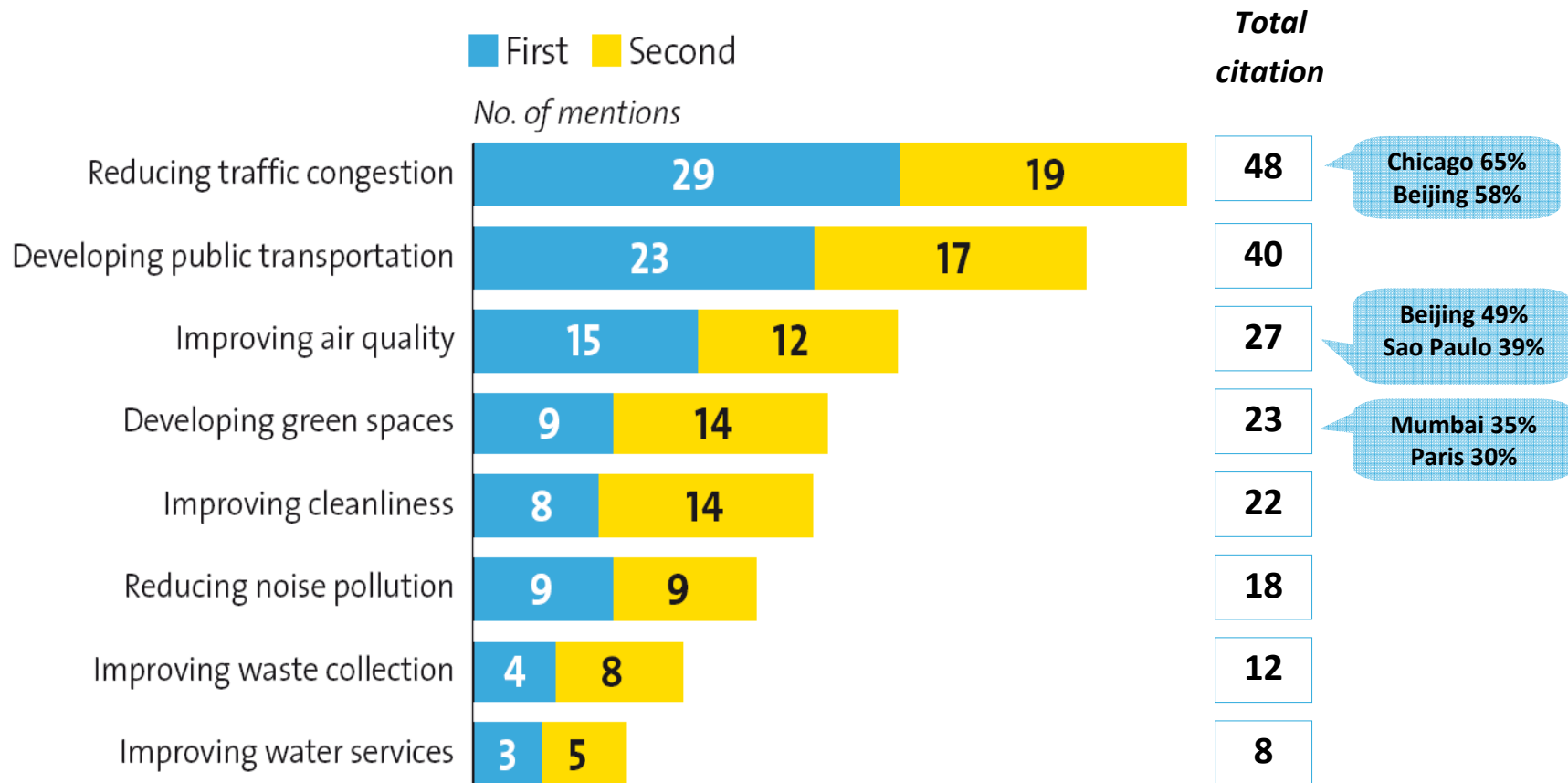
My Life, Our City



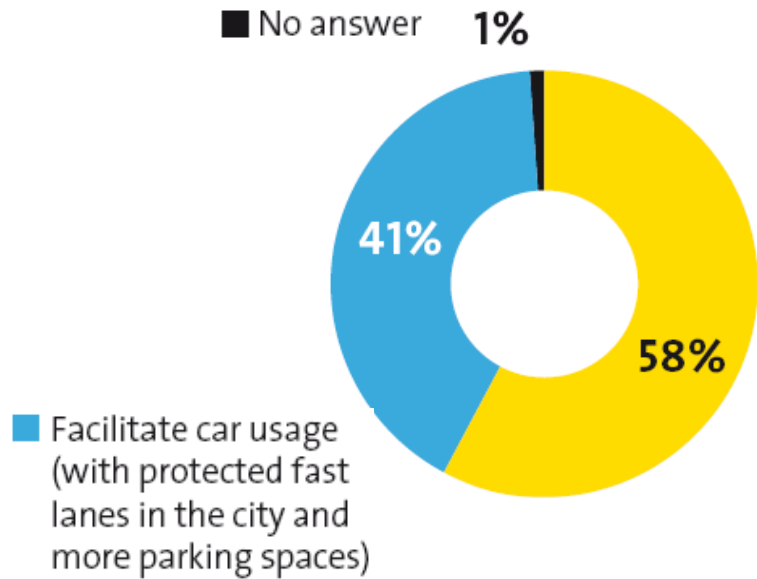
Top criterion for living well in the city



Areas of priority for city authorities

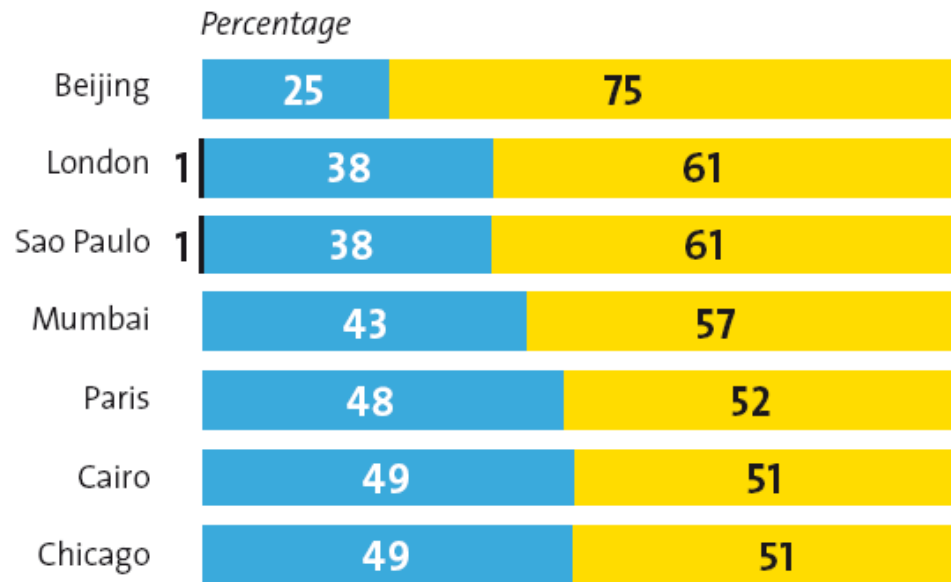


Where do cars fit in?

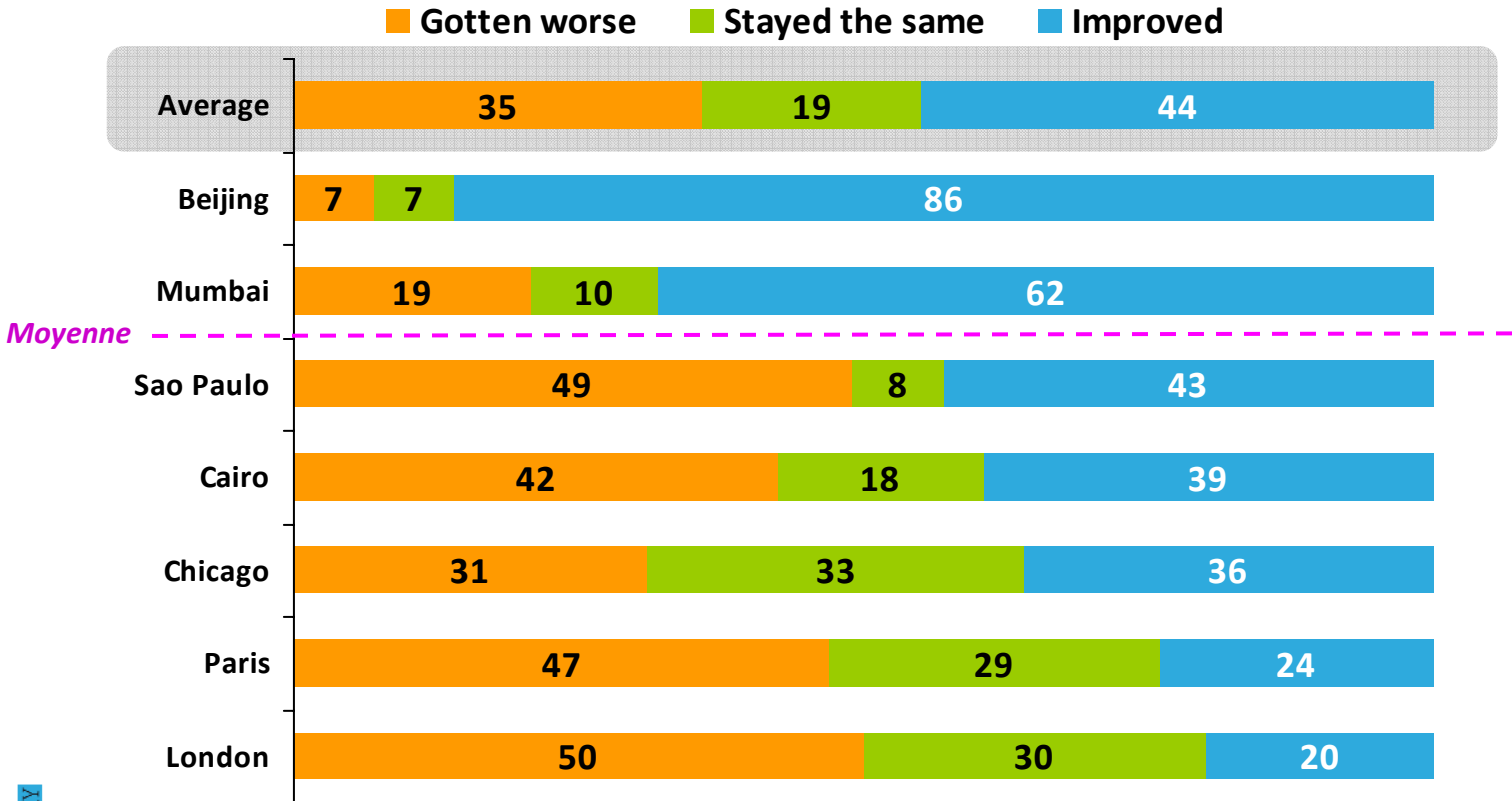


Reduce car usage (with areas that are closed to cars, bus-only lanes)

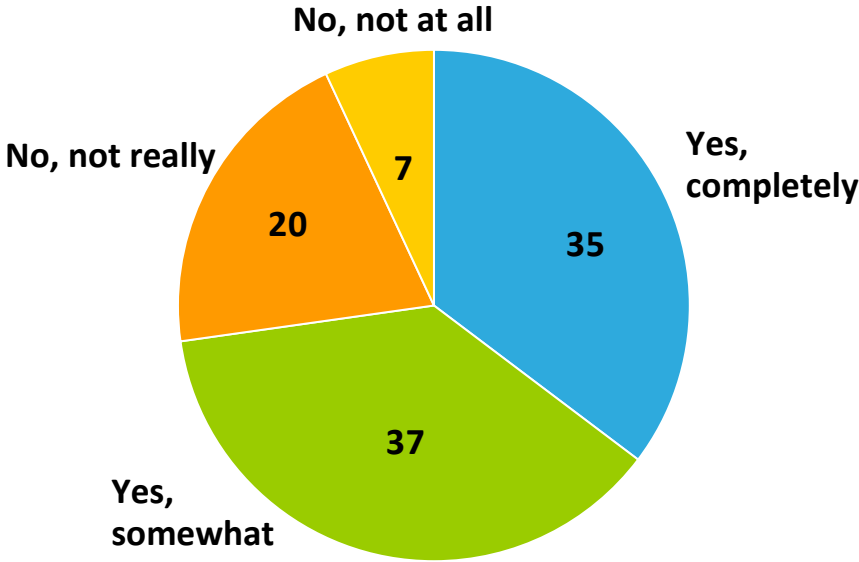
Facilitate car usage (with protected fast lanes in the city and more parking spaces)



Confidence in respect to the evolution of the quality of life in their city

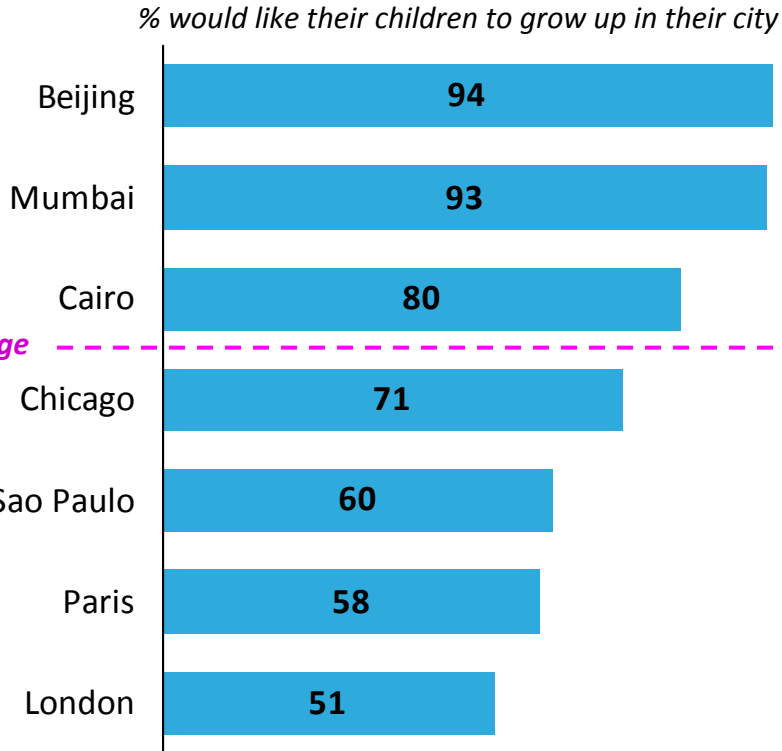


Should their children grow up in the city?



would not like their children to grow up in their city 27%

would like their children to grow up in their city 72%

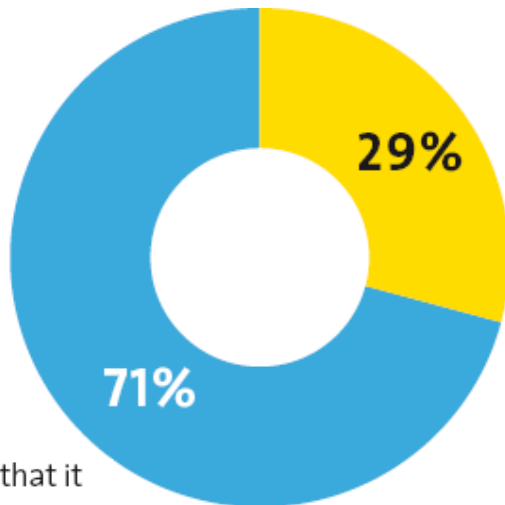


Environmental Requirements



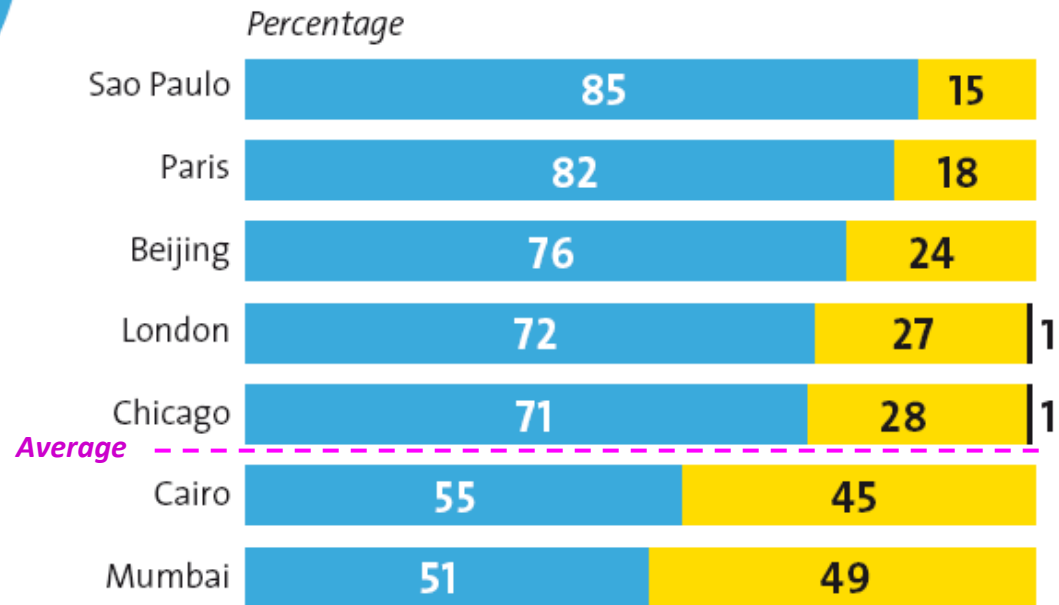
Environmental issues

...to be fought primarily by the individual



■ are such that it will be necessary for us to change our way of life

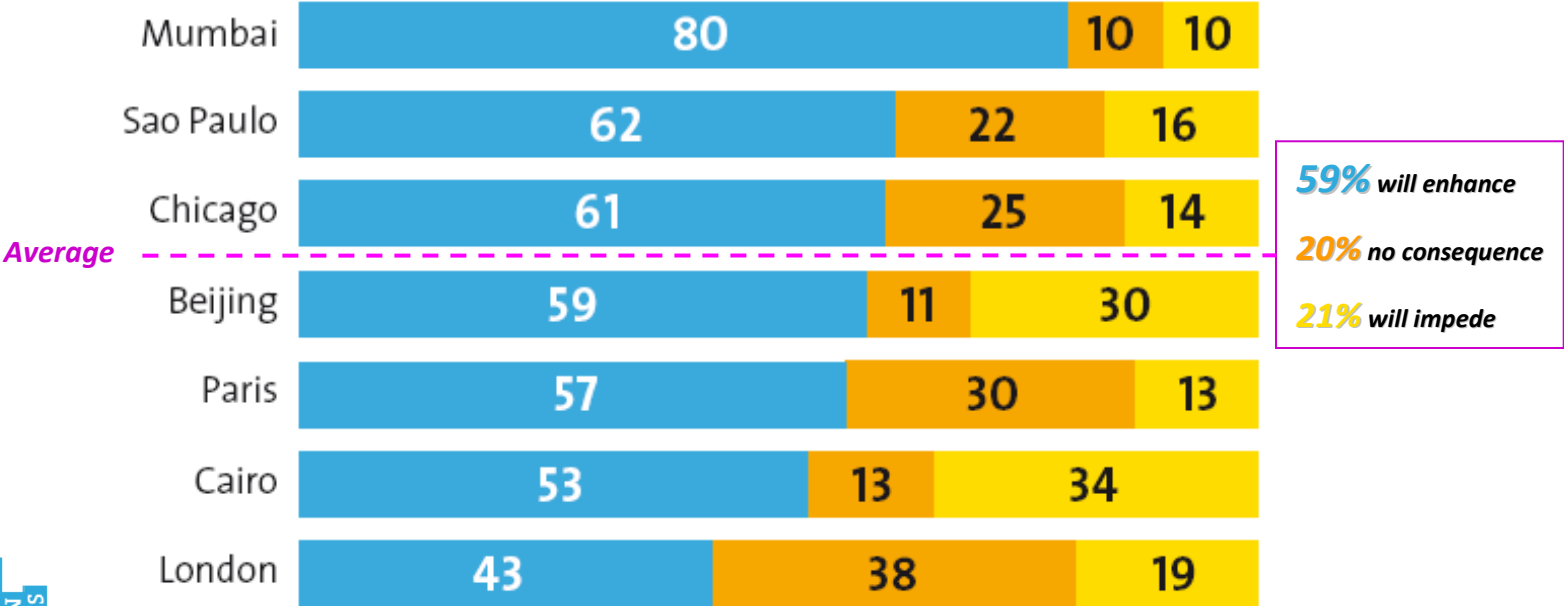
■ will be resolved thanks to advances in science so that we are not forced to change our way of life



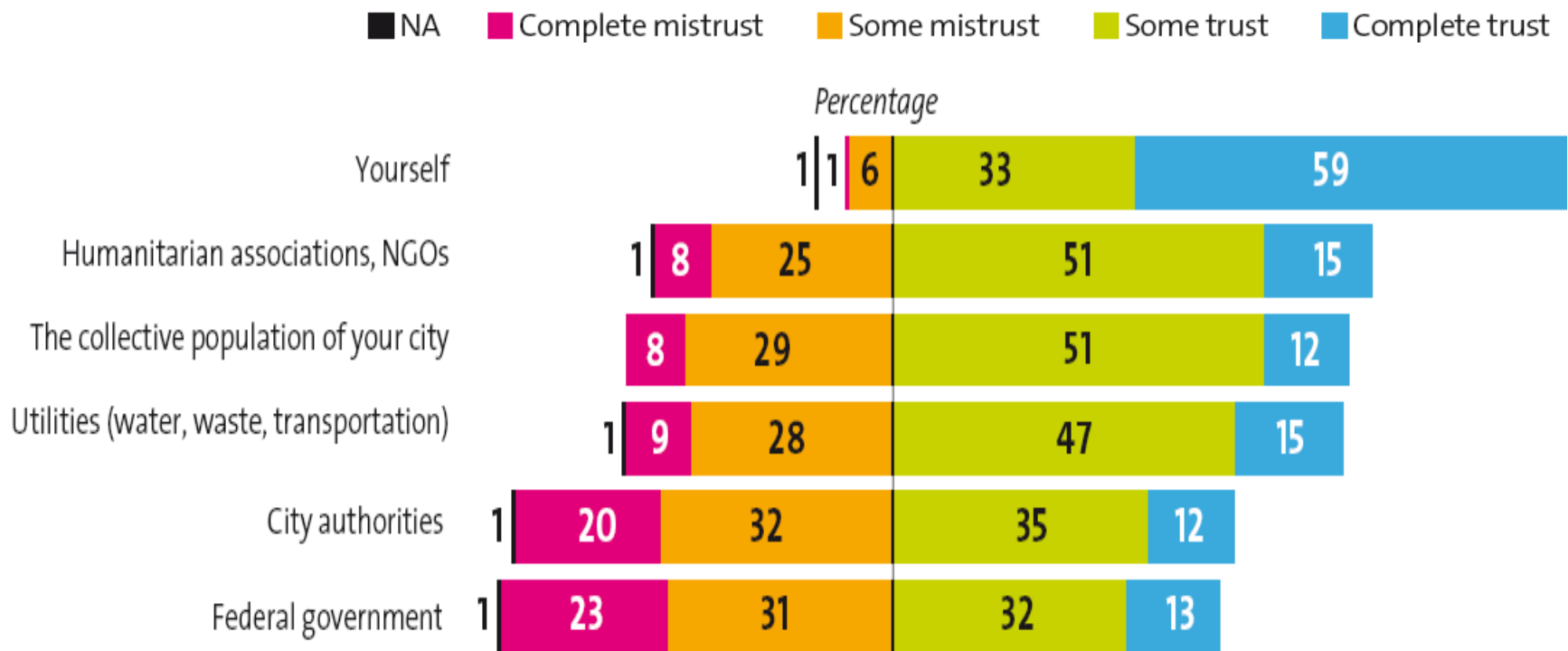
How will the actions taken to protect the environment impact economic development?

- will enhance economic development
- won't have any consequence on economic development
- will impede economic development

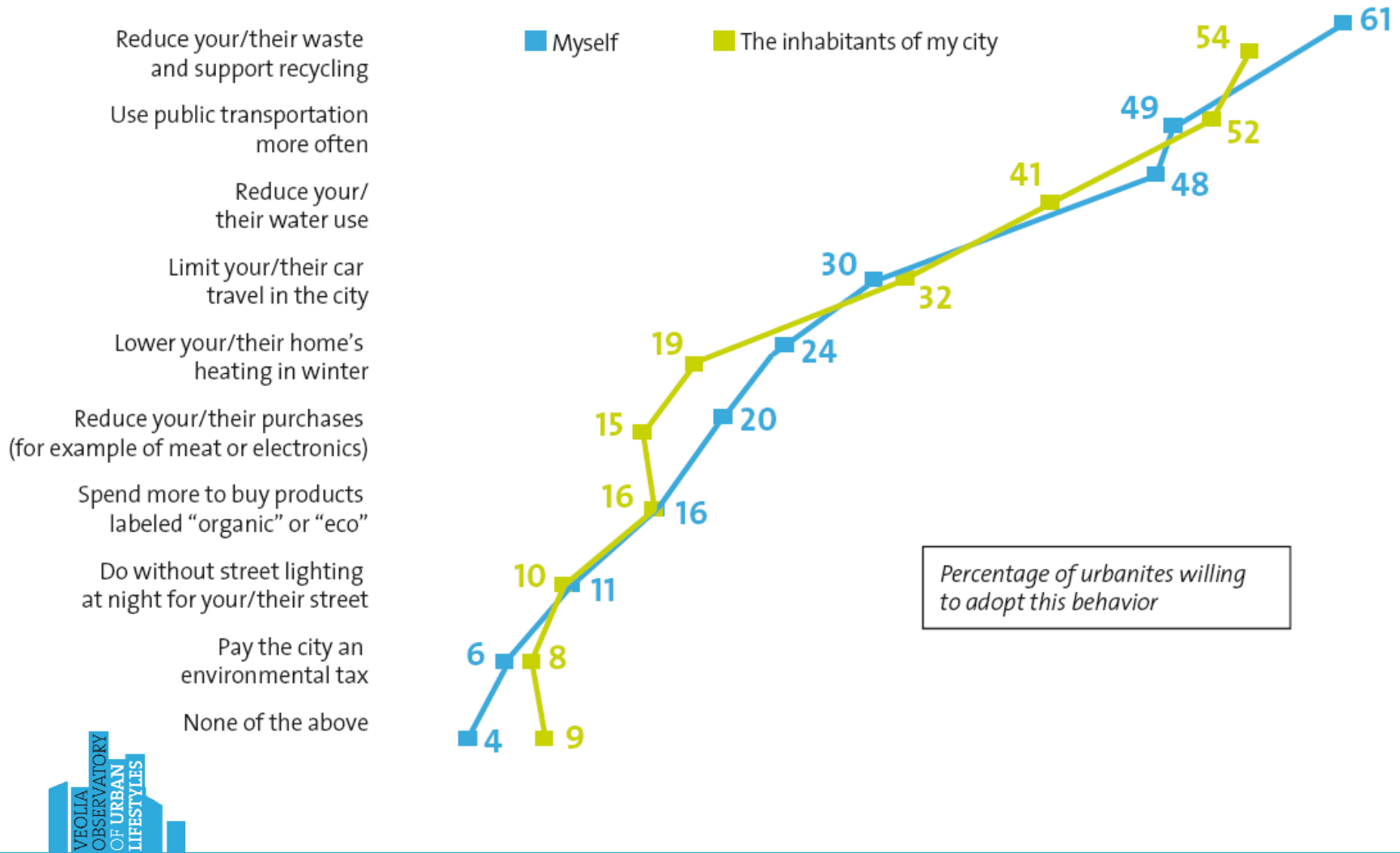
Percentage



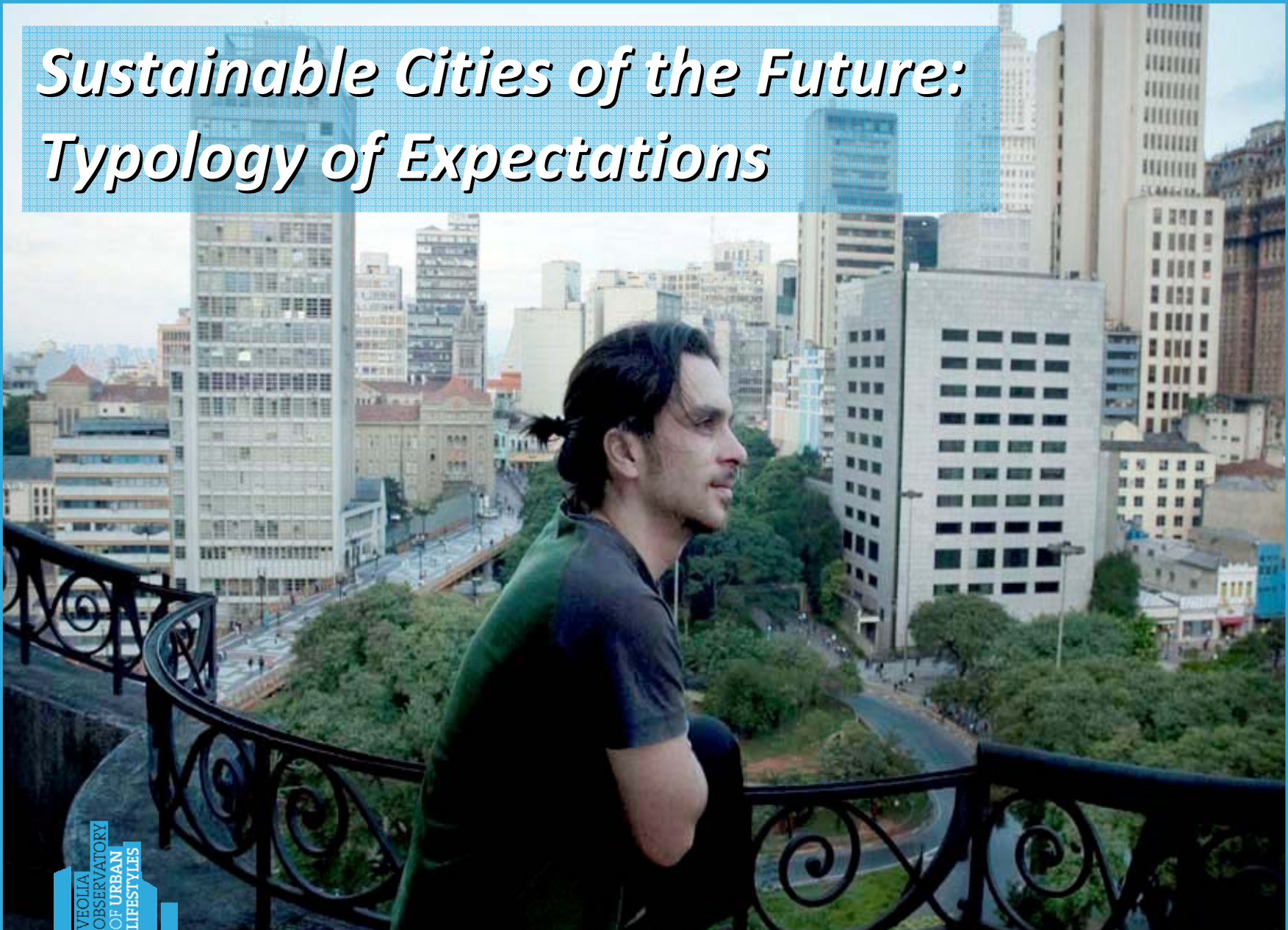
The role of public and private-sector stakeholders for improving the environment



Ready to make an effort! But not just any effort

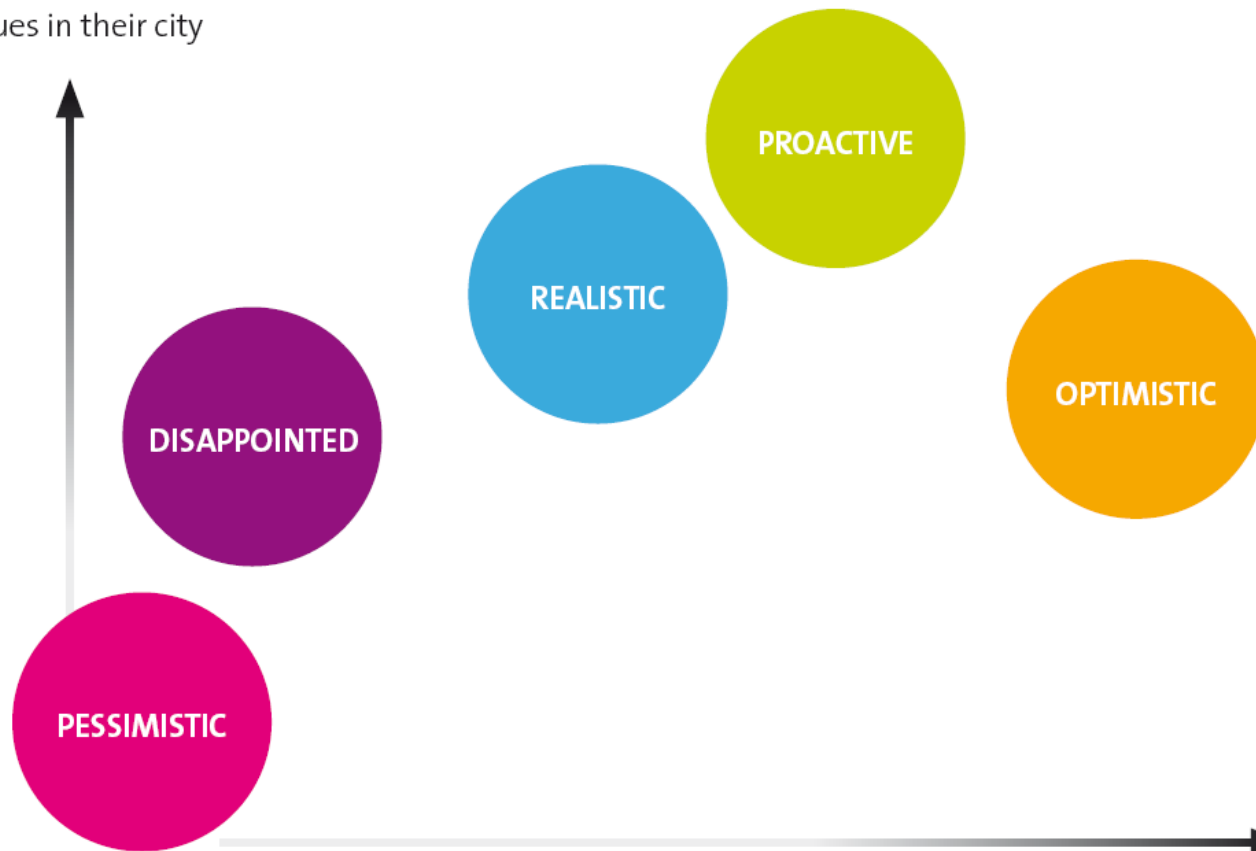


Sustainable Cities of the Future: Typology of Expectations



Sustainable Cities of the Future: Typology of Expectations

Importance given
to environmental
issues in their city



Satisfaction
and optimism in
relation to the city
of tomorrow

Sustainable Cities of the Future: Typology of Expectations

PROACTIVE

32% of urbanites
Involved in sustainable development issues,
they are confident they can effect change.

REALISTIC

14% of urbanites
While not believing that their city will change radically,
they have incorporated environmental issues into their civic life.

OPTIMISTIC

22% of urbanites
Satisfied with their city and way of life, they are optimistic
about the future and not panicked about environmental issues.

Sustainable Cities of the Future: Typology of Expectations



DISAPPOINTED

13% of urbanites

They criticize their city for not thinking enough about the environment, not out of idealism, but because they suffer from it on a daily basis.



PESSIMISTIC

19% of urbanites

They do not picture themselves in their city in the future and are therefore not inclined to make it more sustainable.

For more information...

www.observatoire.veolia.com/en