

**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

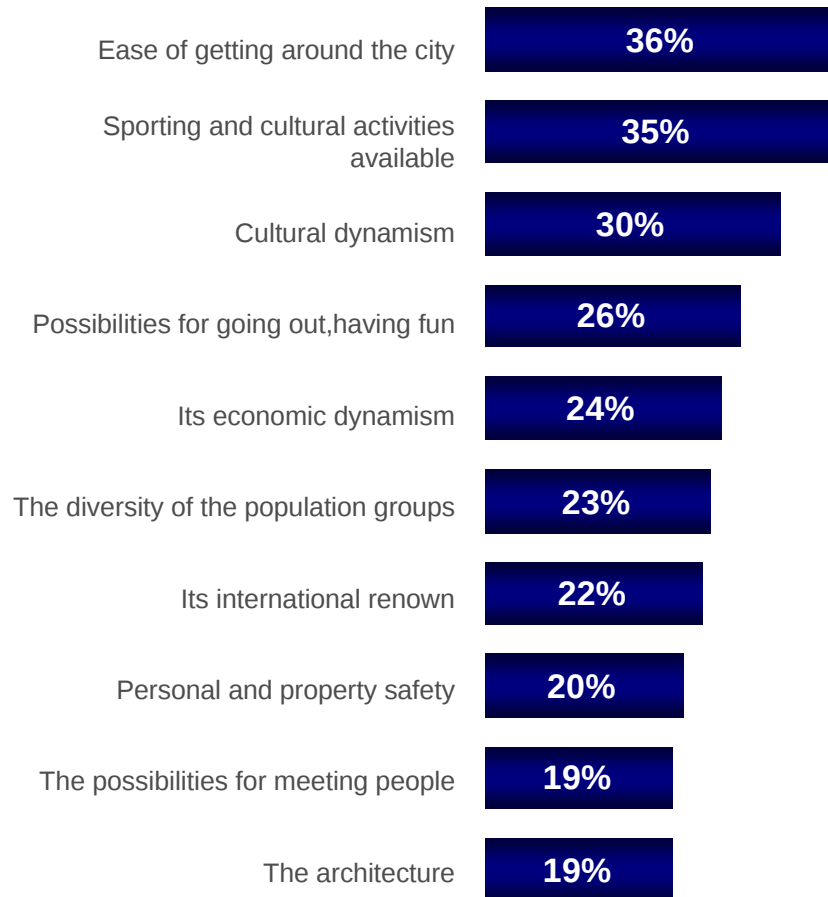
More than 8,500 city dwellers interviewed in 14 cities



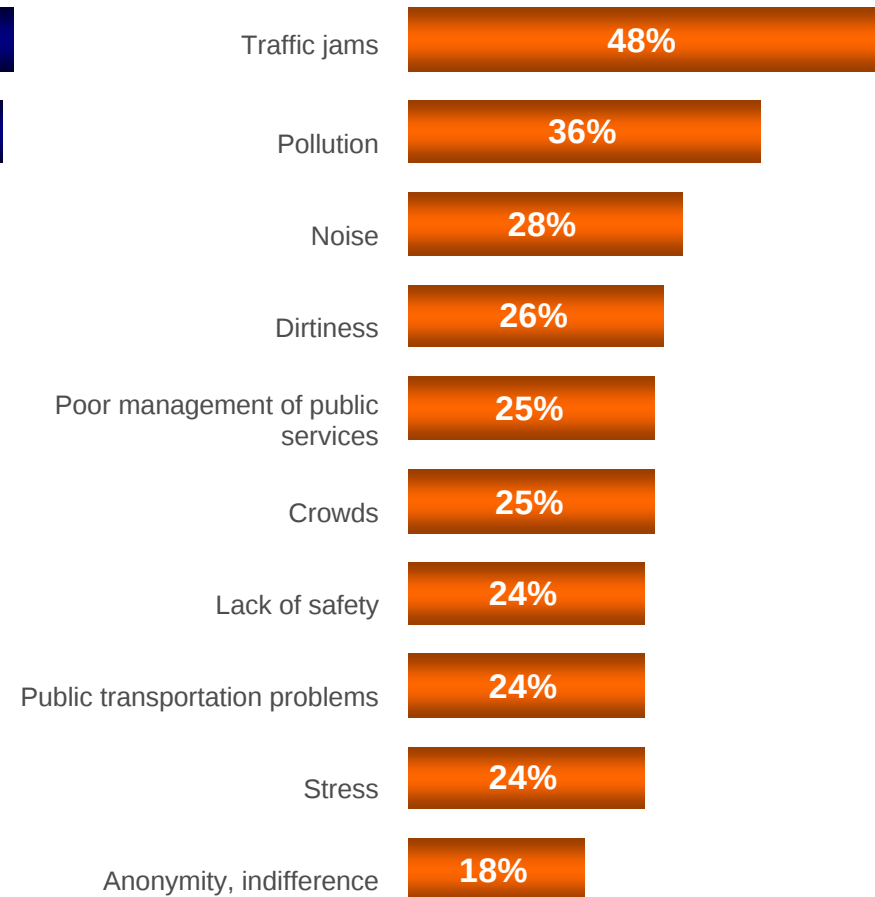
- **Mixed feelings, confidence & attachment**
- **Satisfied overall, underlying discontent**
- **Quality of urban life under challenge**
- **Six types of cities**
- **The ideal city: An impossible search for harmony?**

# Reasons for liking and disliking the city

## LIKING

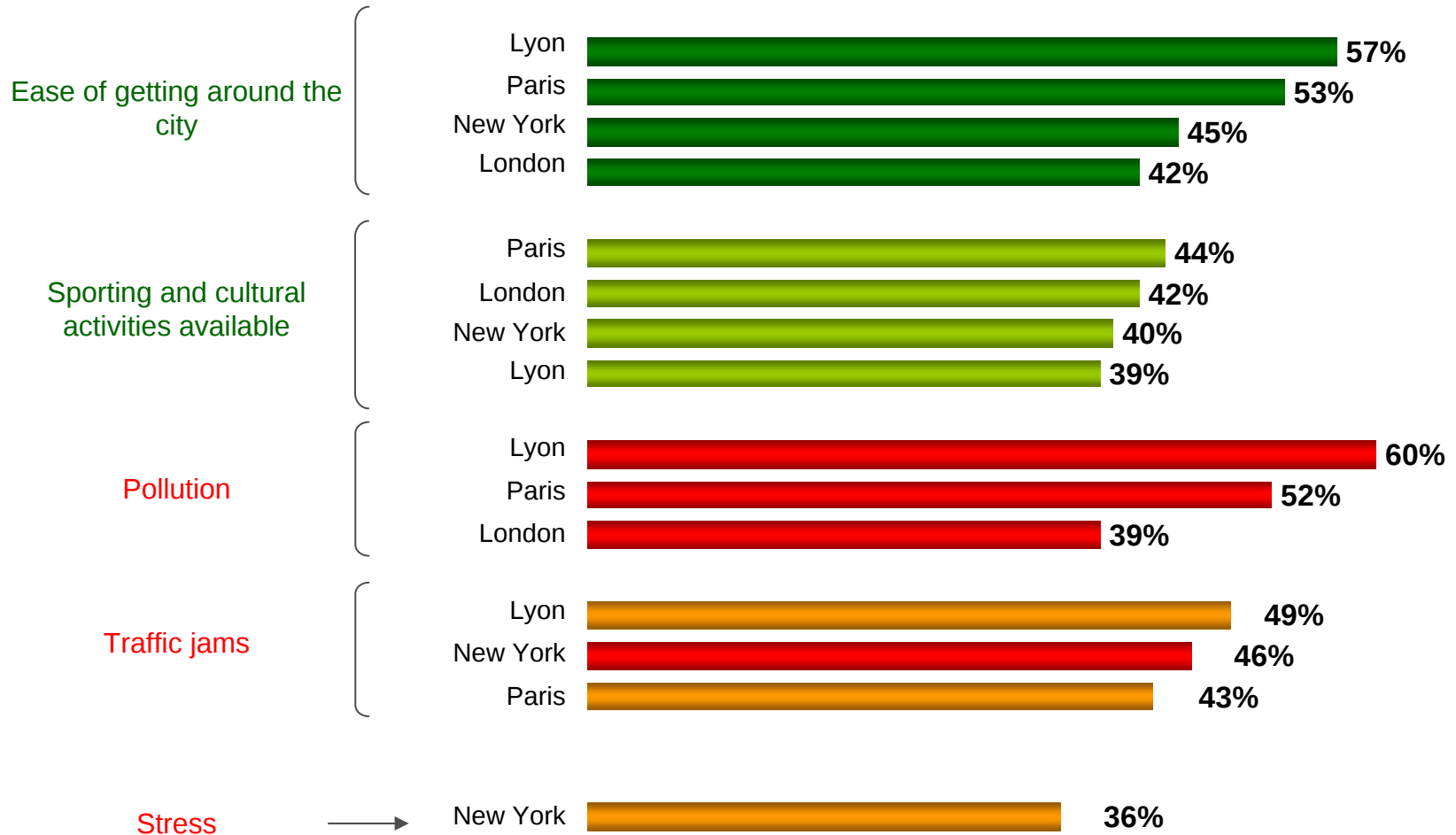


## DISLIKING



- **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

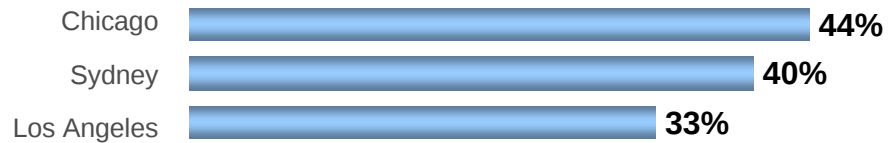


# Chicago, Sydney and Los Angeles: THE EASY TO LIVE CITIES

VERY satisfied with their city



VERY satisfied with their living conditions



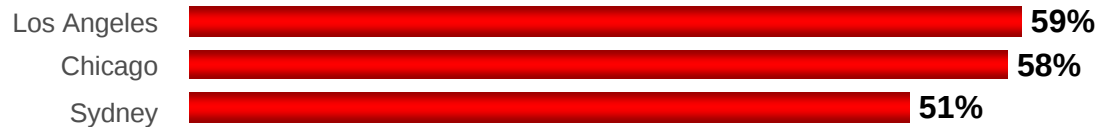
Sporting and cultural activities available



The diversity of the population groups



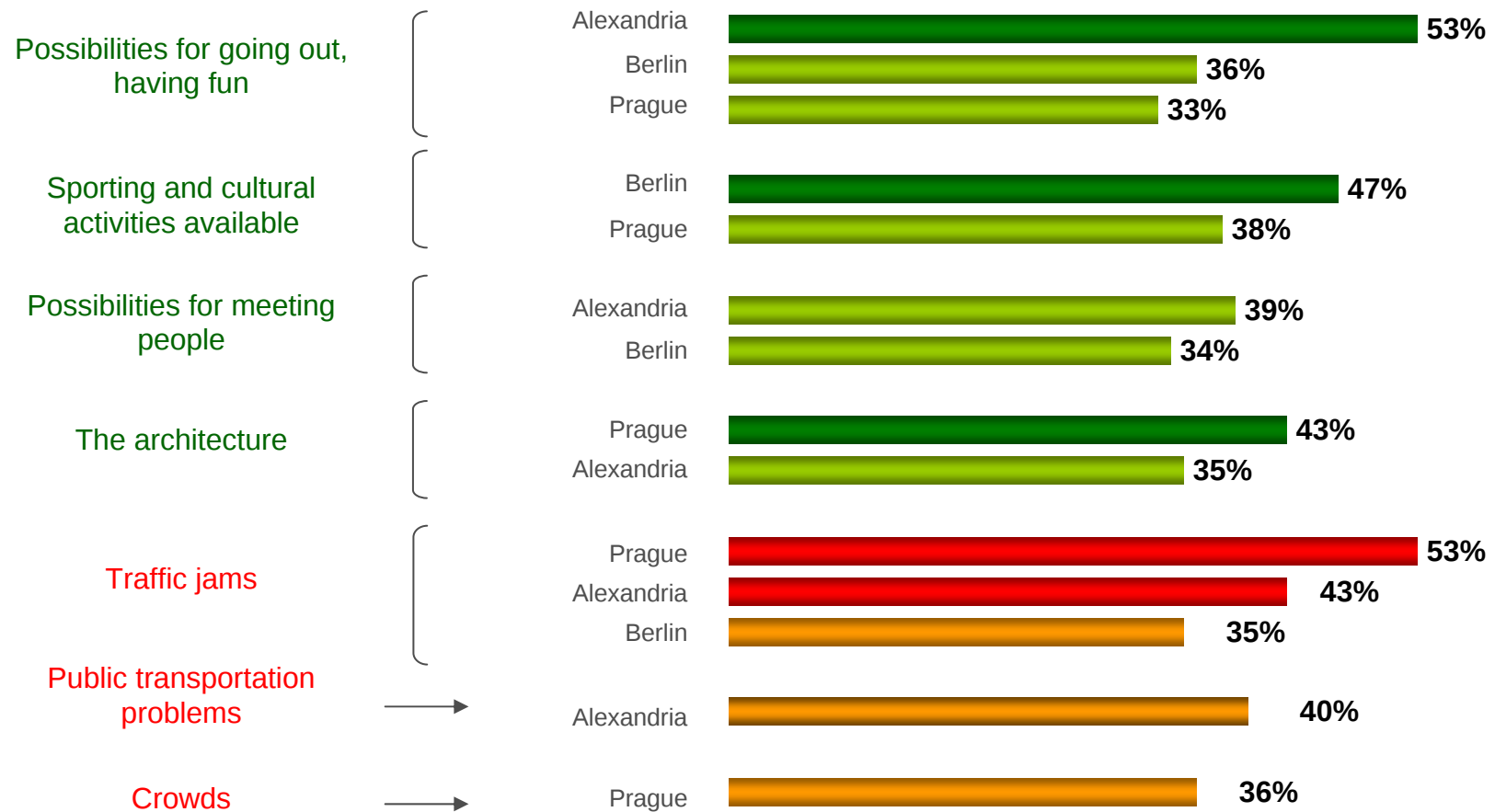
Traffic jams



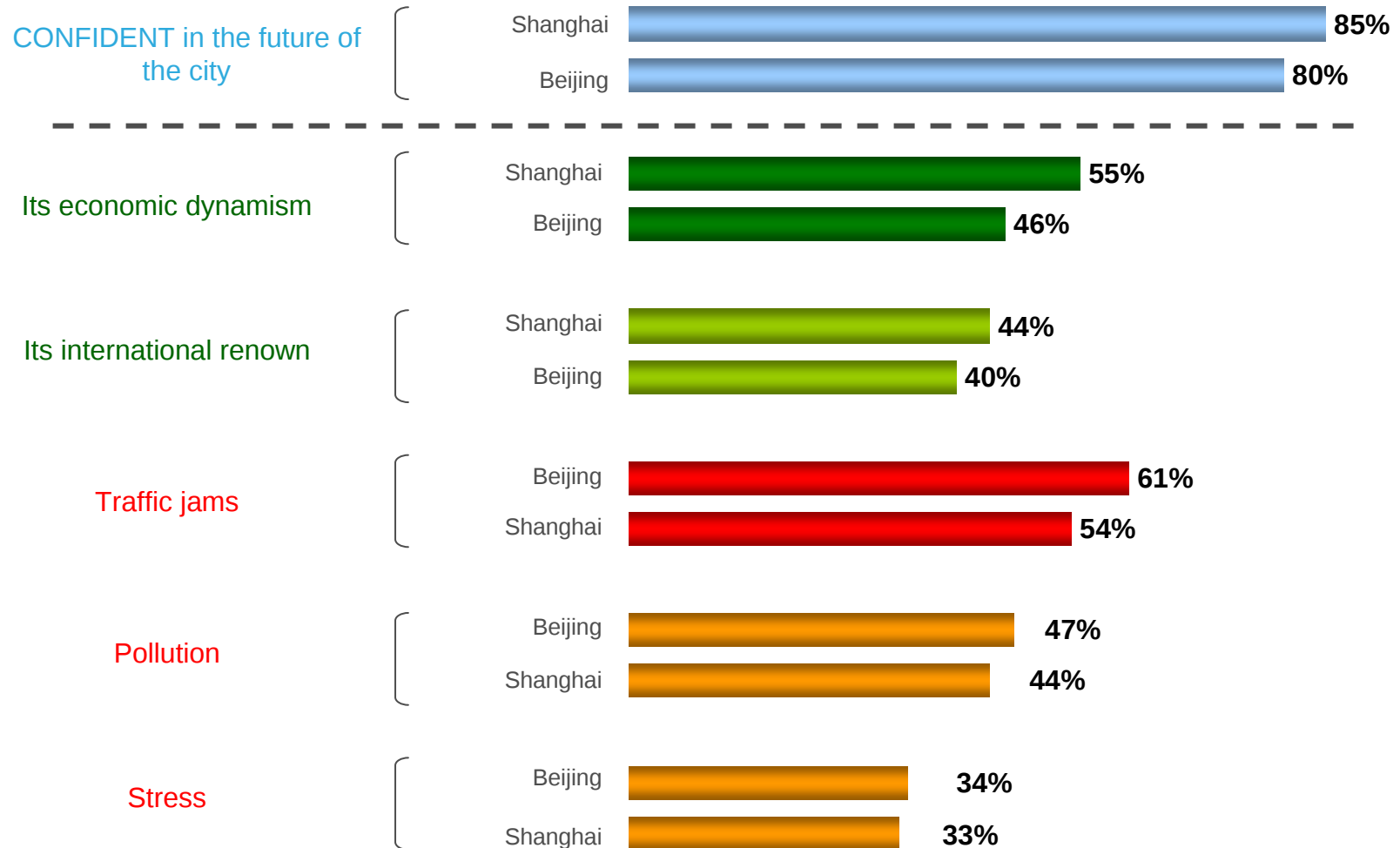
Public transportation problems



# Alexandria, Berlin and Prague: FUN-LOVING CITIES

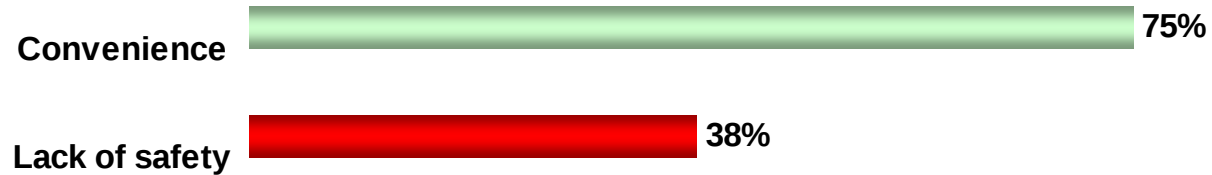


# Shanghai and Beijing: TWO CITIES IN FULL BOOM AND LOOKING TO THE FUTURE

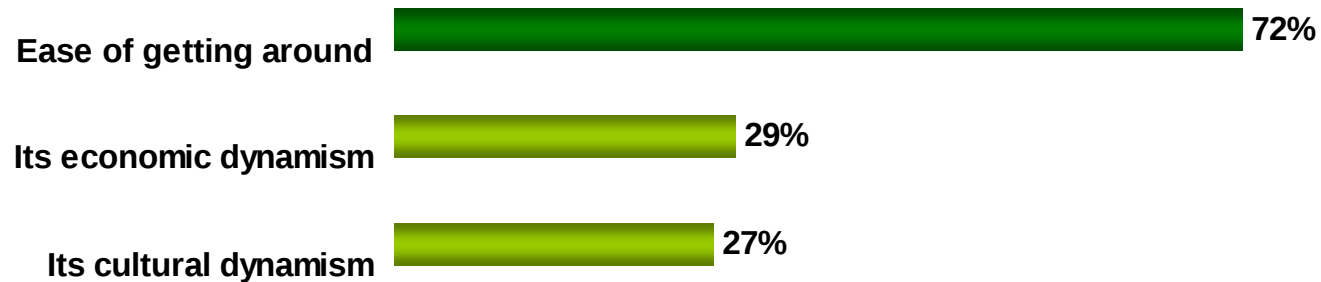


# Tokyo: THE NEUTRAL CITY

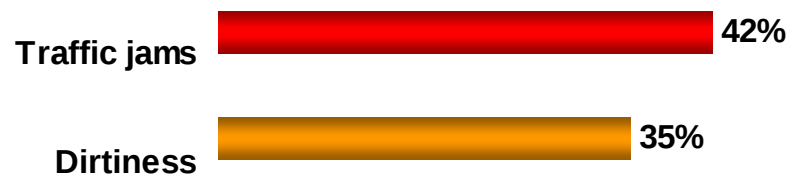
## Feelings the city evokes:



## Features liked about the city:

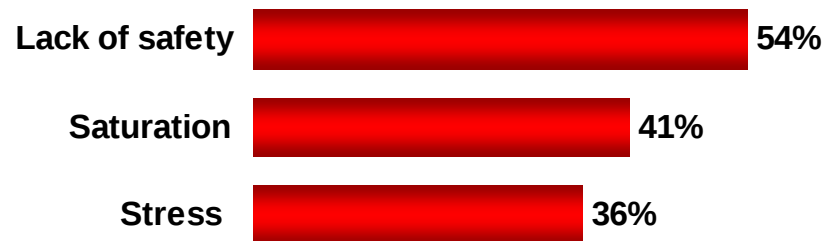


## Features disliked about the city:



# 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

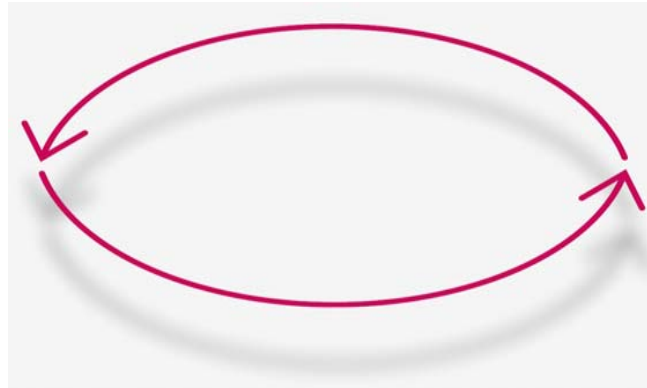
The fun-loving  
atmosphere and  
warmth of Alexandria

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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LIFESTYLES

# ***Cities for Living 2010***

**Results presentation**

Research carried out for  
Veolia Environnement  
by TNS Sofres



## More than 7,000 urbanites interviewed in 7 cities



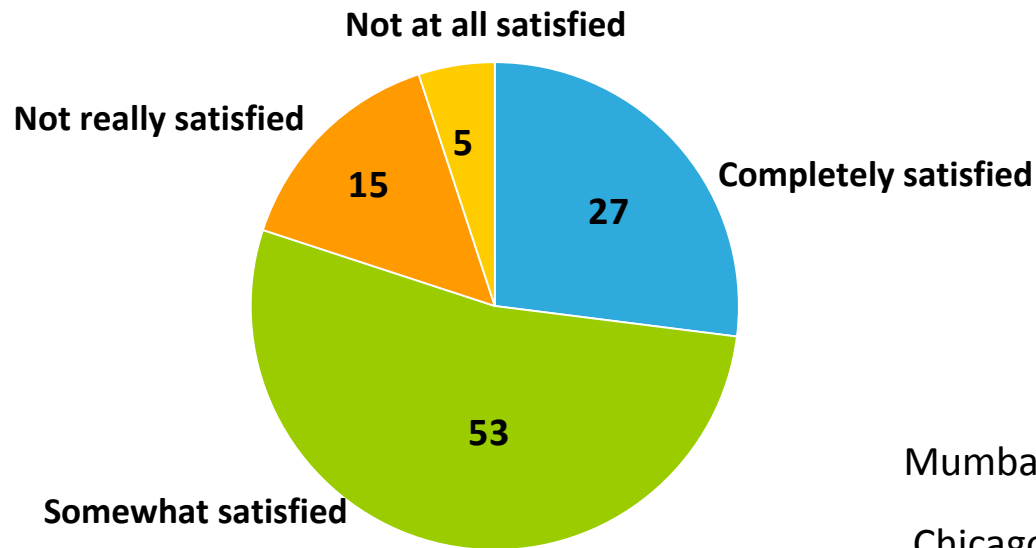
# Summary

- 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*

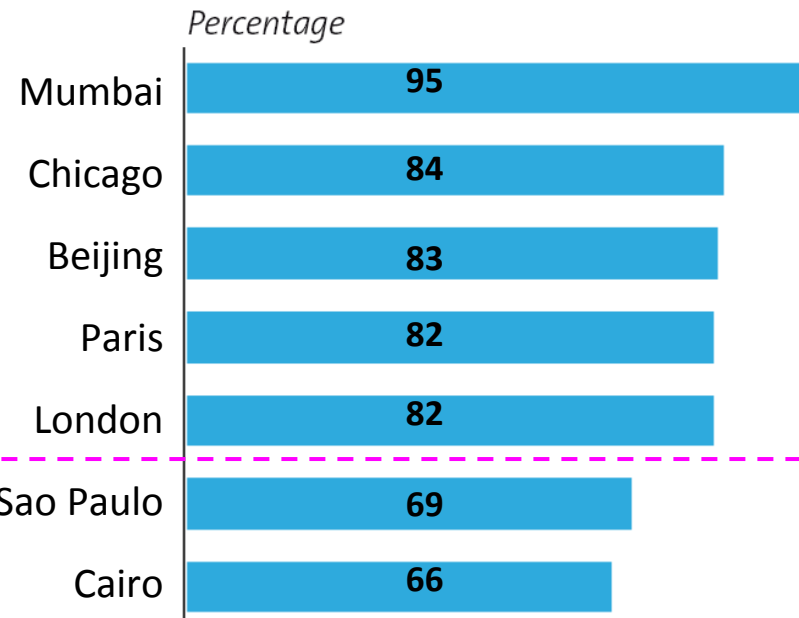


# Global satisfaction with respect to their city



**Total Unsatisfied**  
**20%**

**Total Satisfied**  
**80%**



... 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...

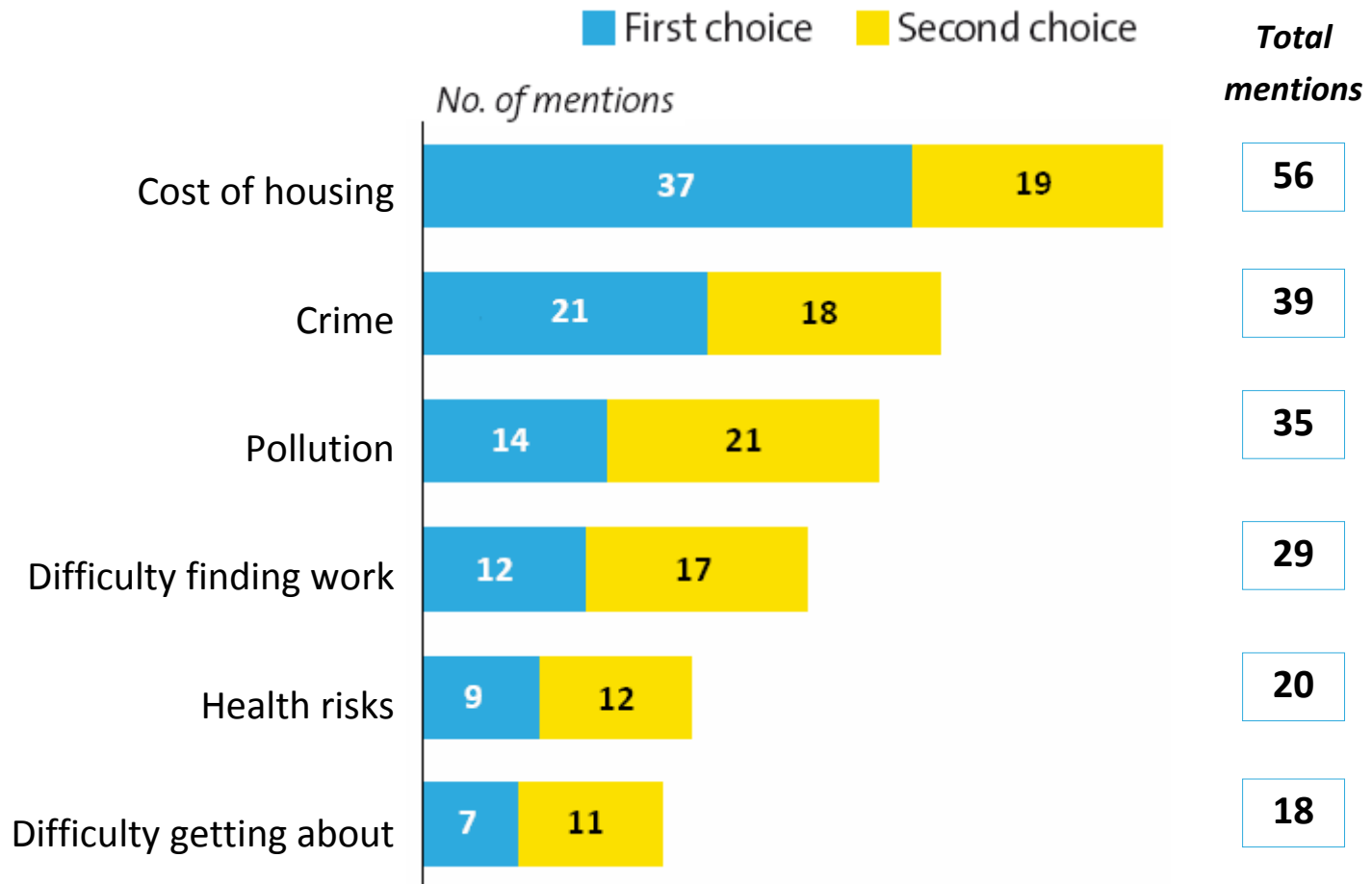
the **more affluent** households (86%),  
those who have lived in their city for **less than 10 years** (84%),  
and those who **own their own homes** (83%).

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)

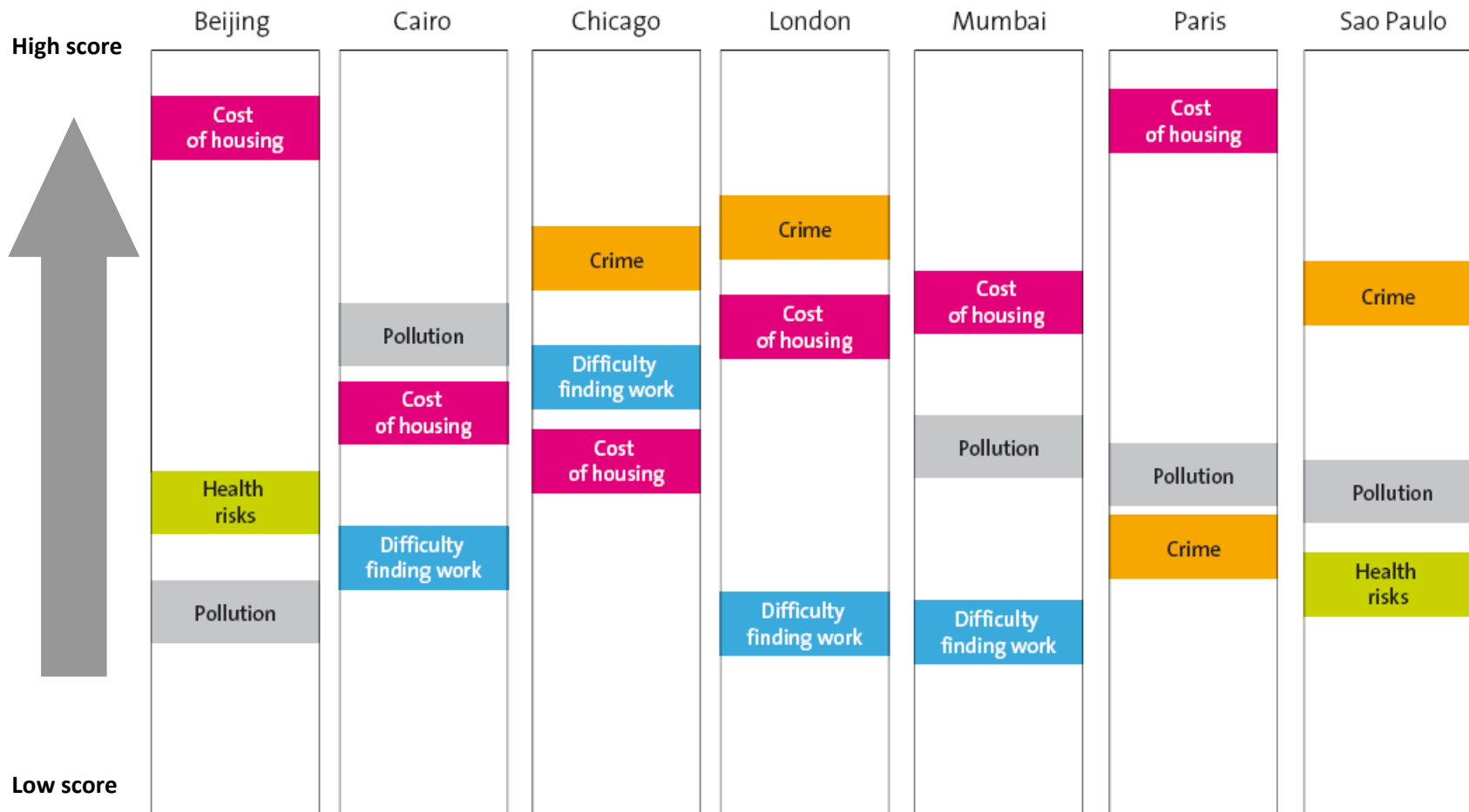
As well as...

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



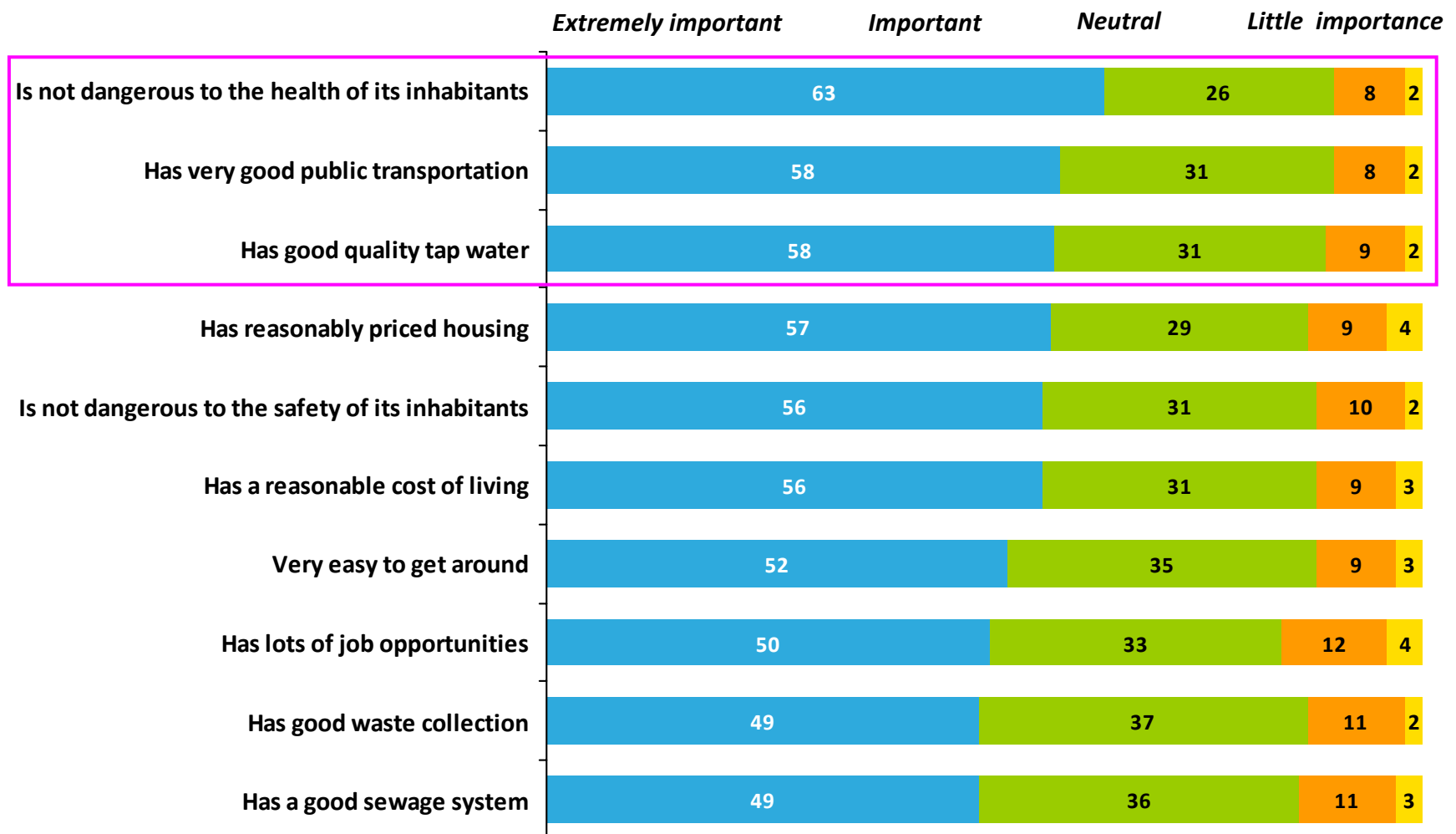
## Each city has its own set of concerns: Local particularities come out



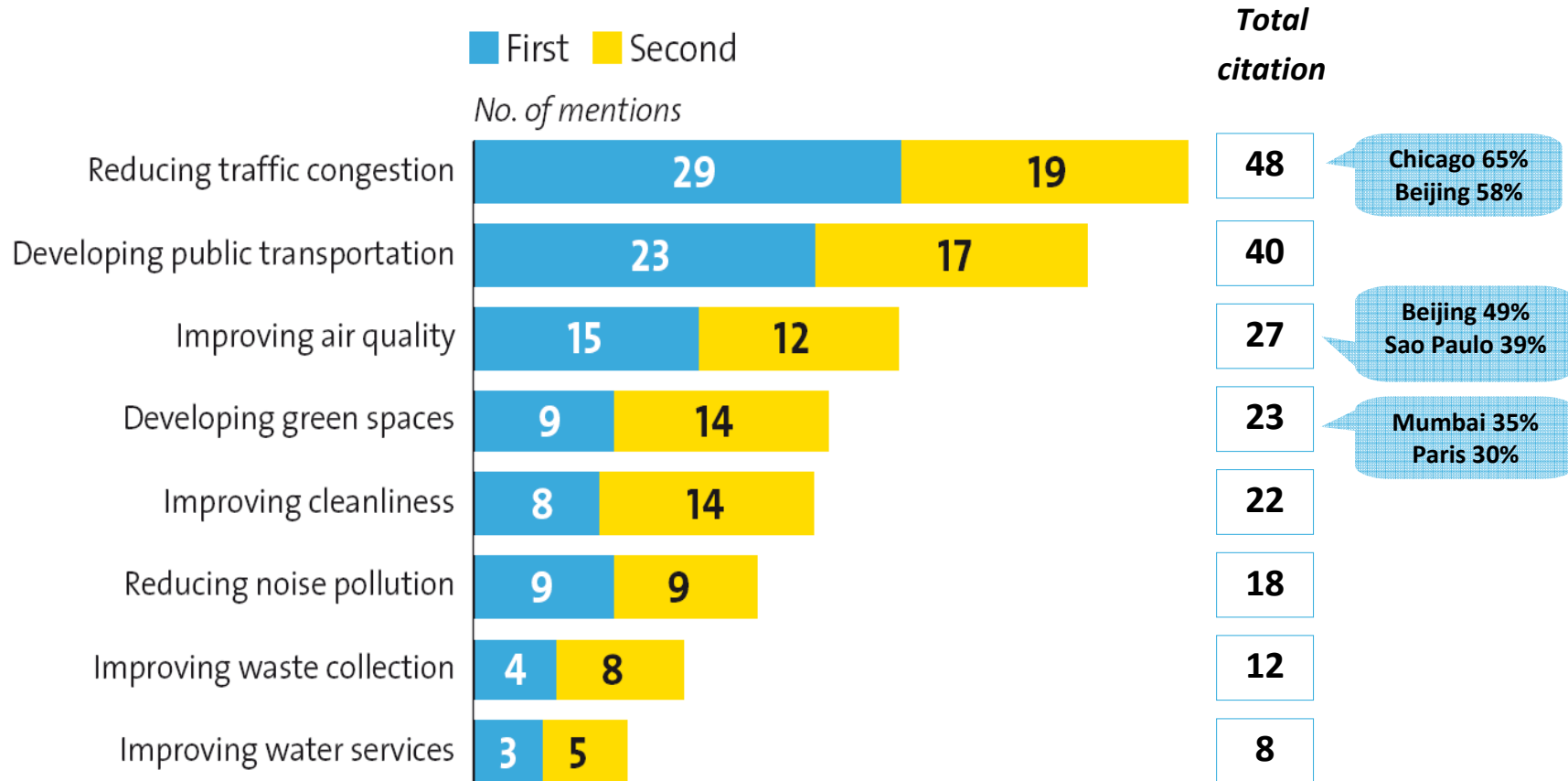
# *My Life, Our City*



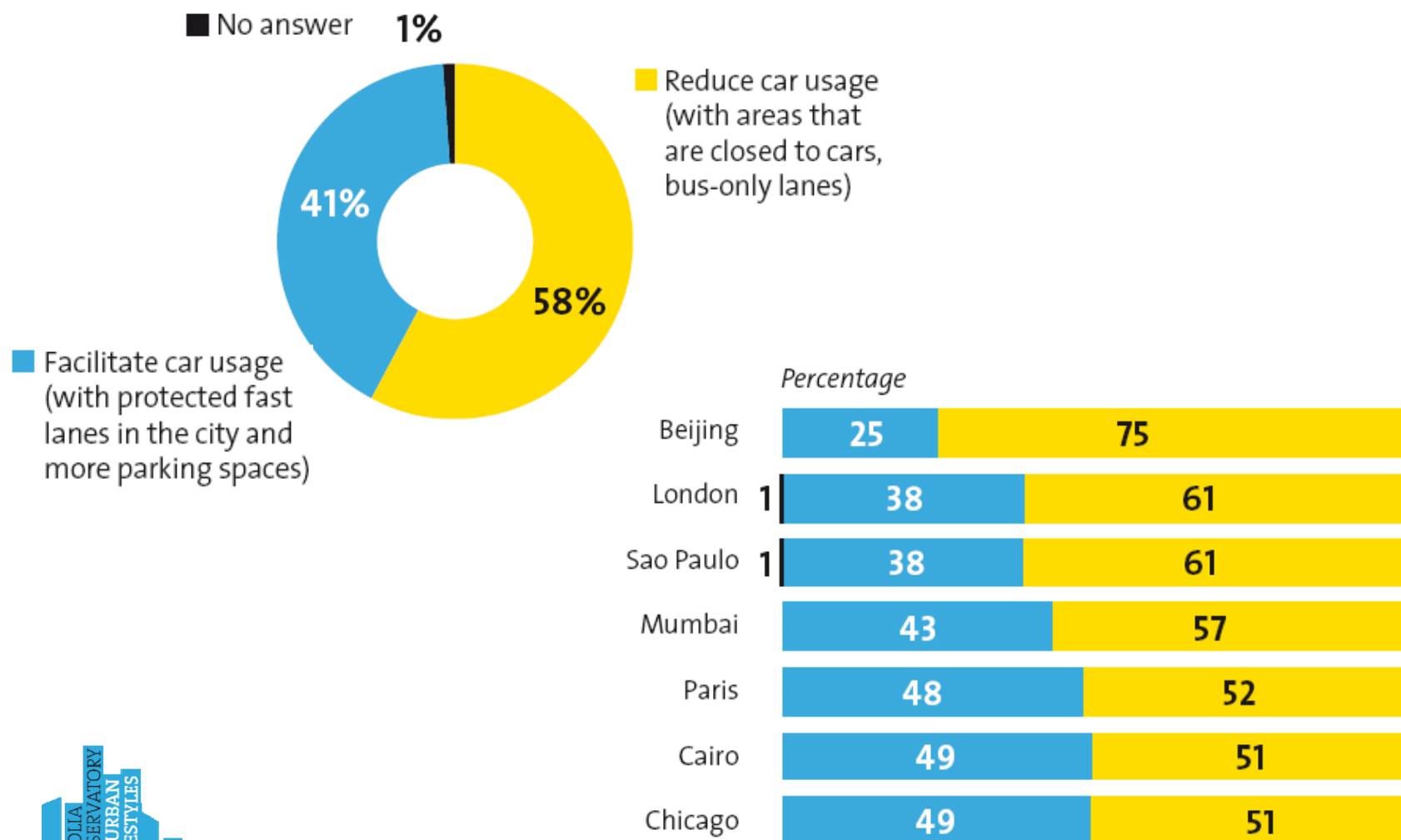
# Top criterion for living well in the city



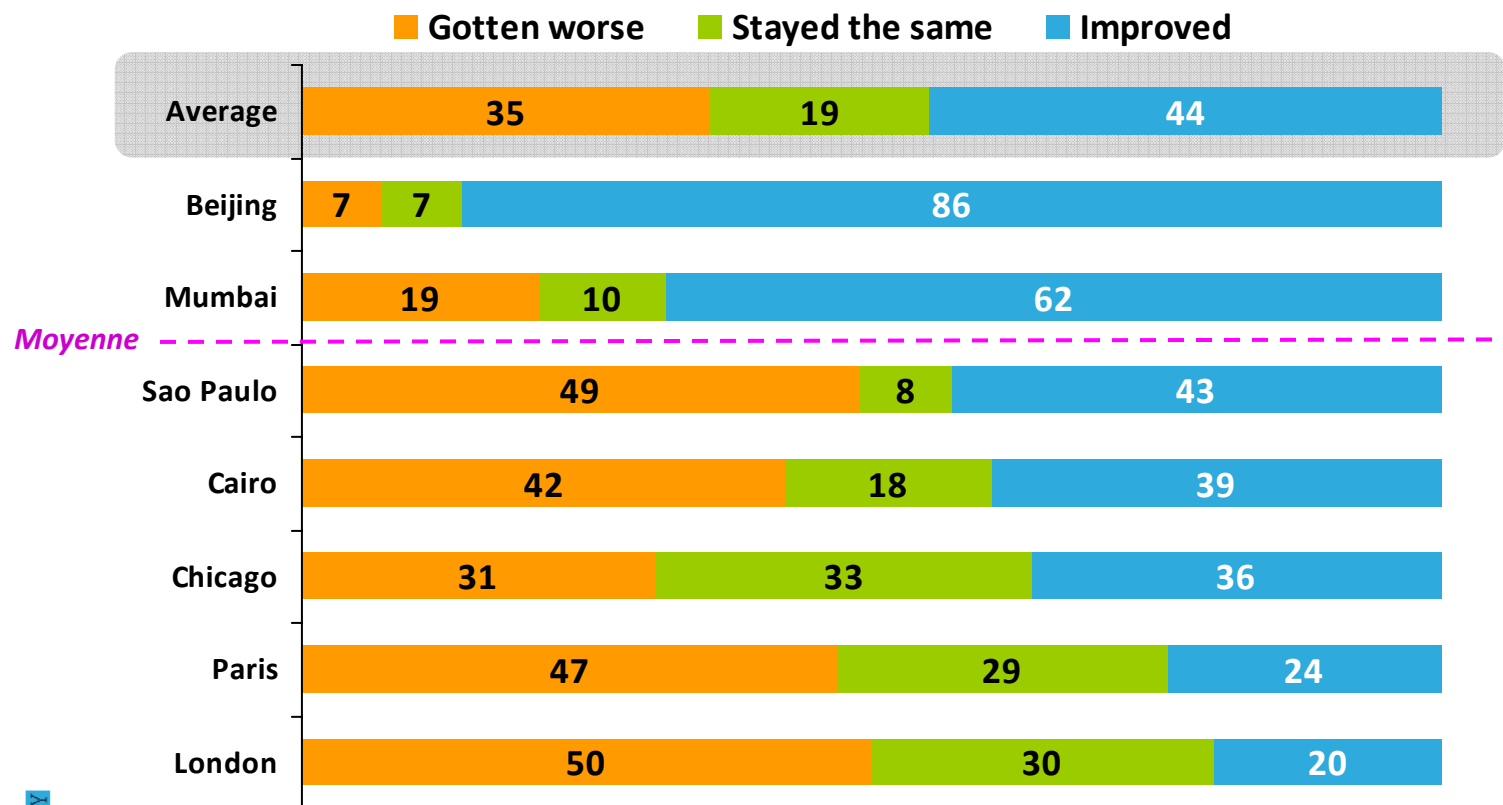
## Areas of priority for city authorities



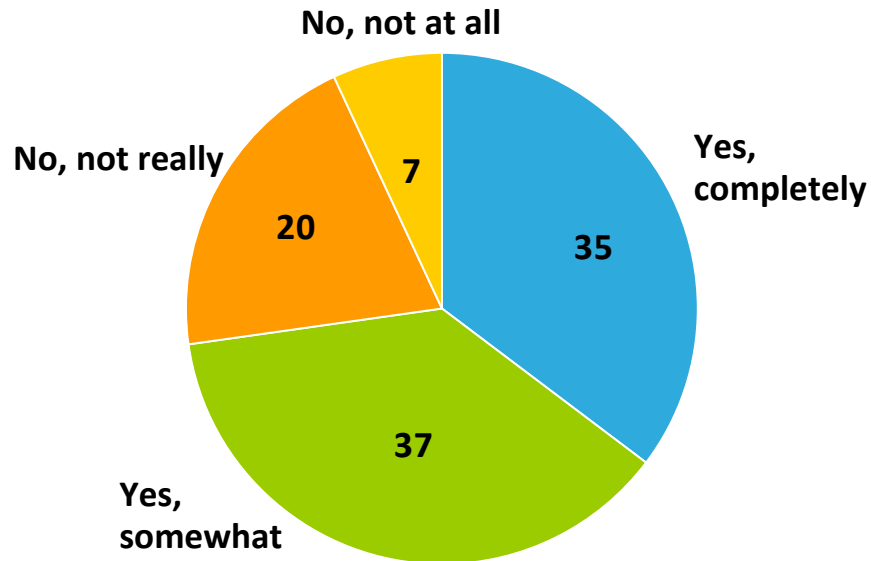
## Where do cars fit in?



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



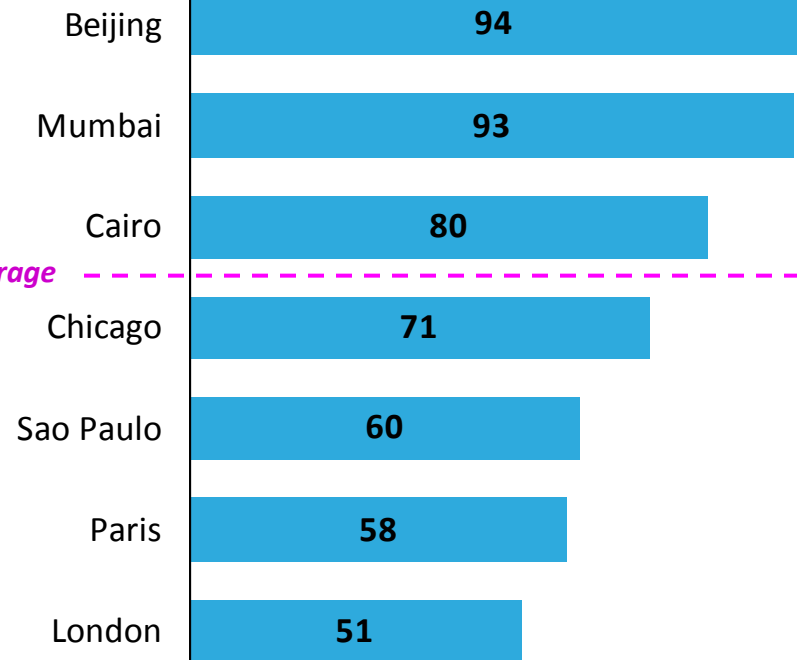
# Should their children grow up in the city?



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

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

% would like their children to grow up in their city

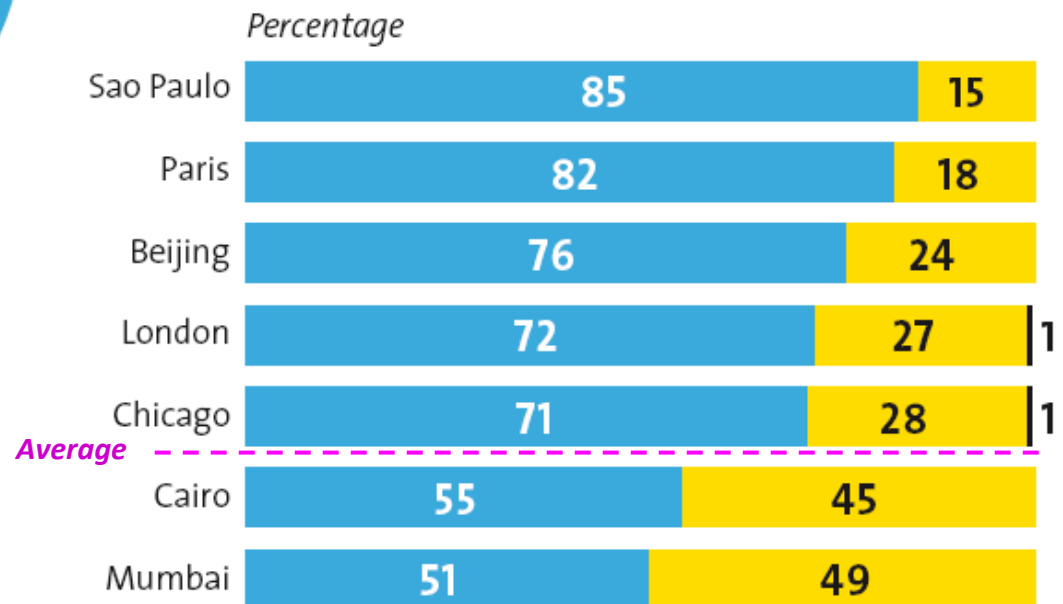
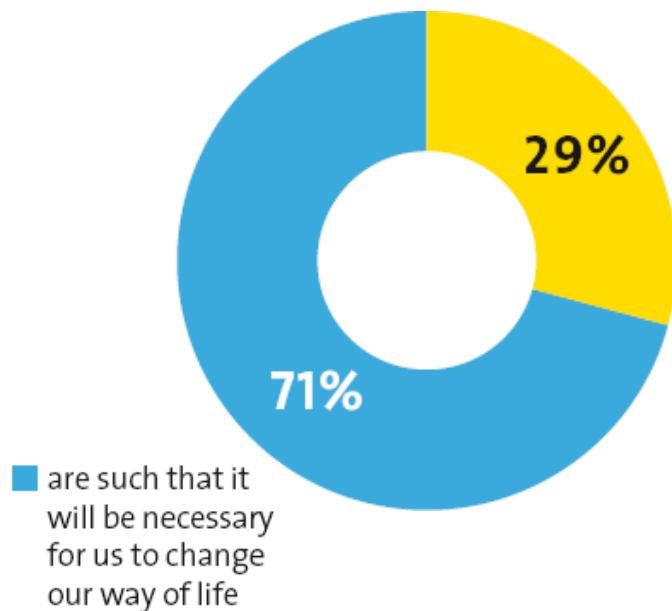


# *Environmental Requirements*

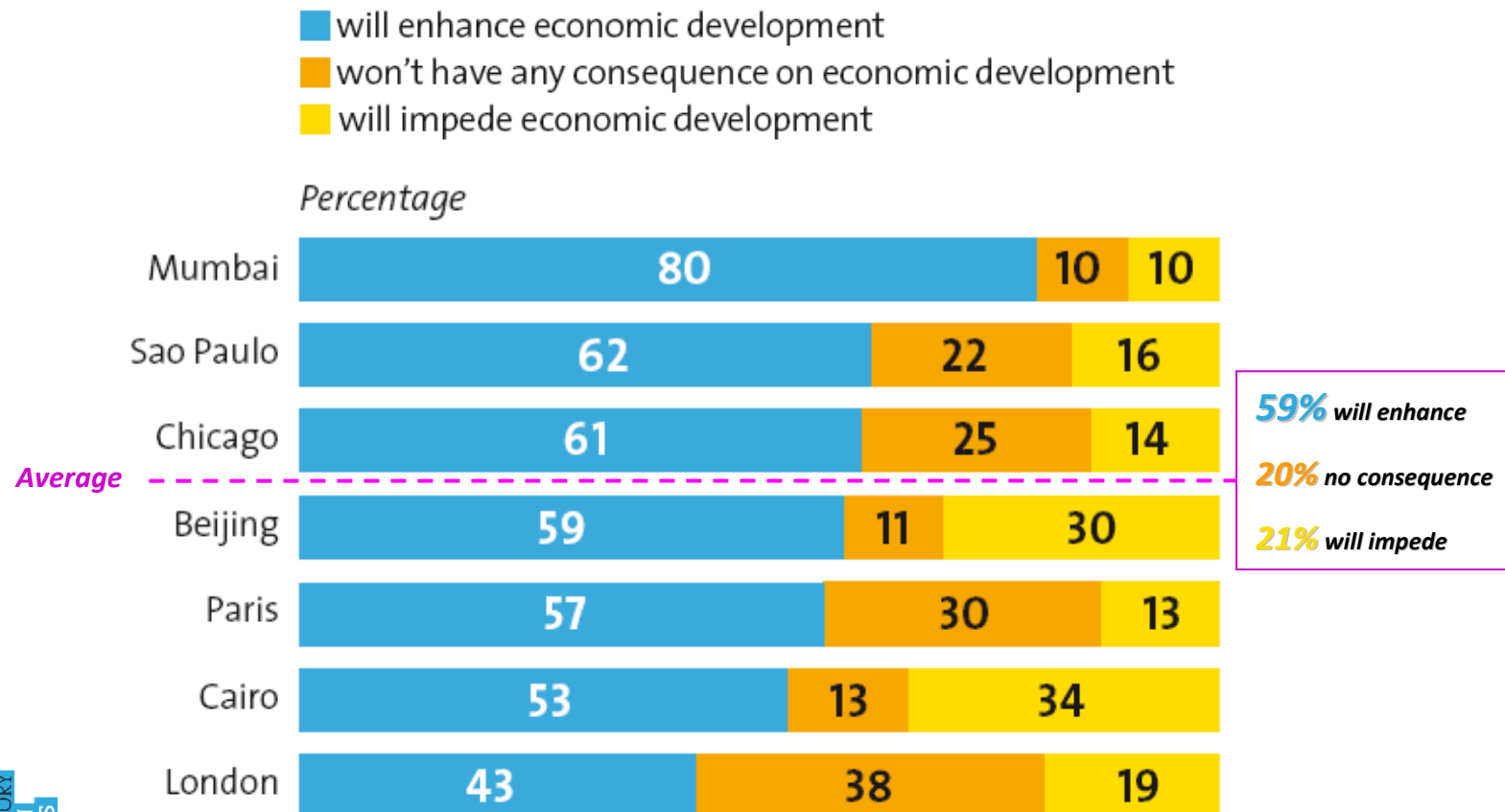


# Environmental issues

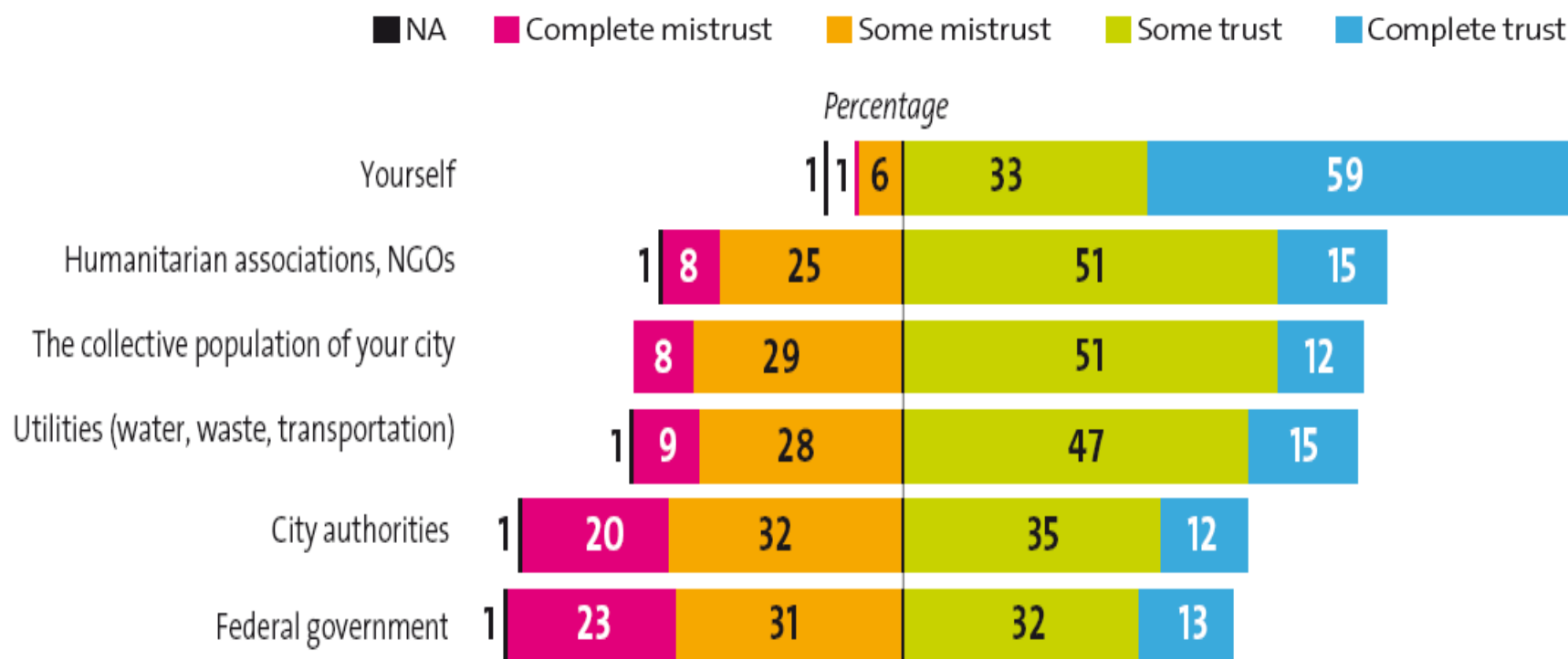
...to be fought primarily by the individual



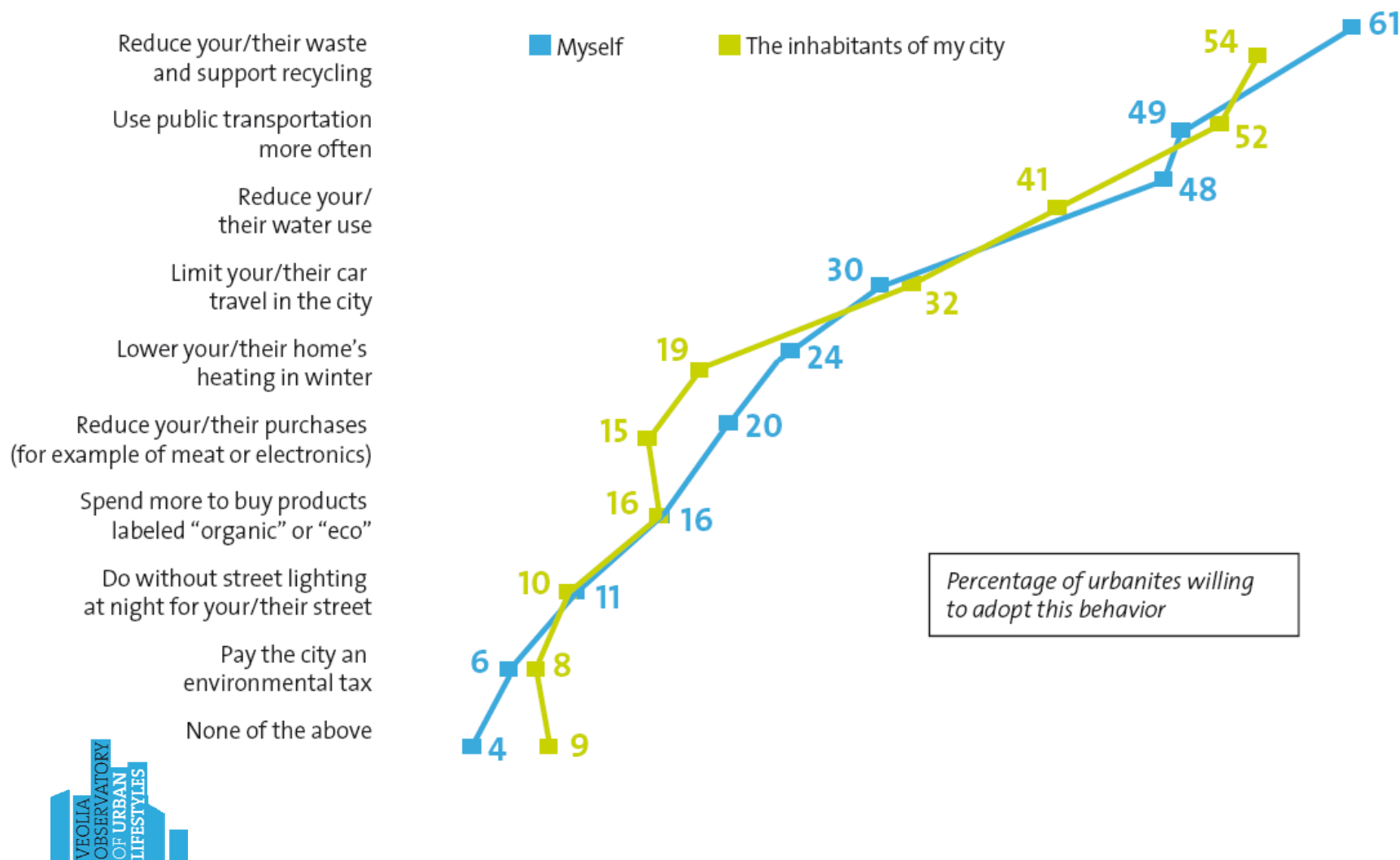
# How will the actions taken to protect the environment impact economic development?



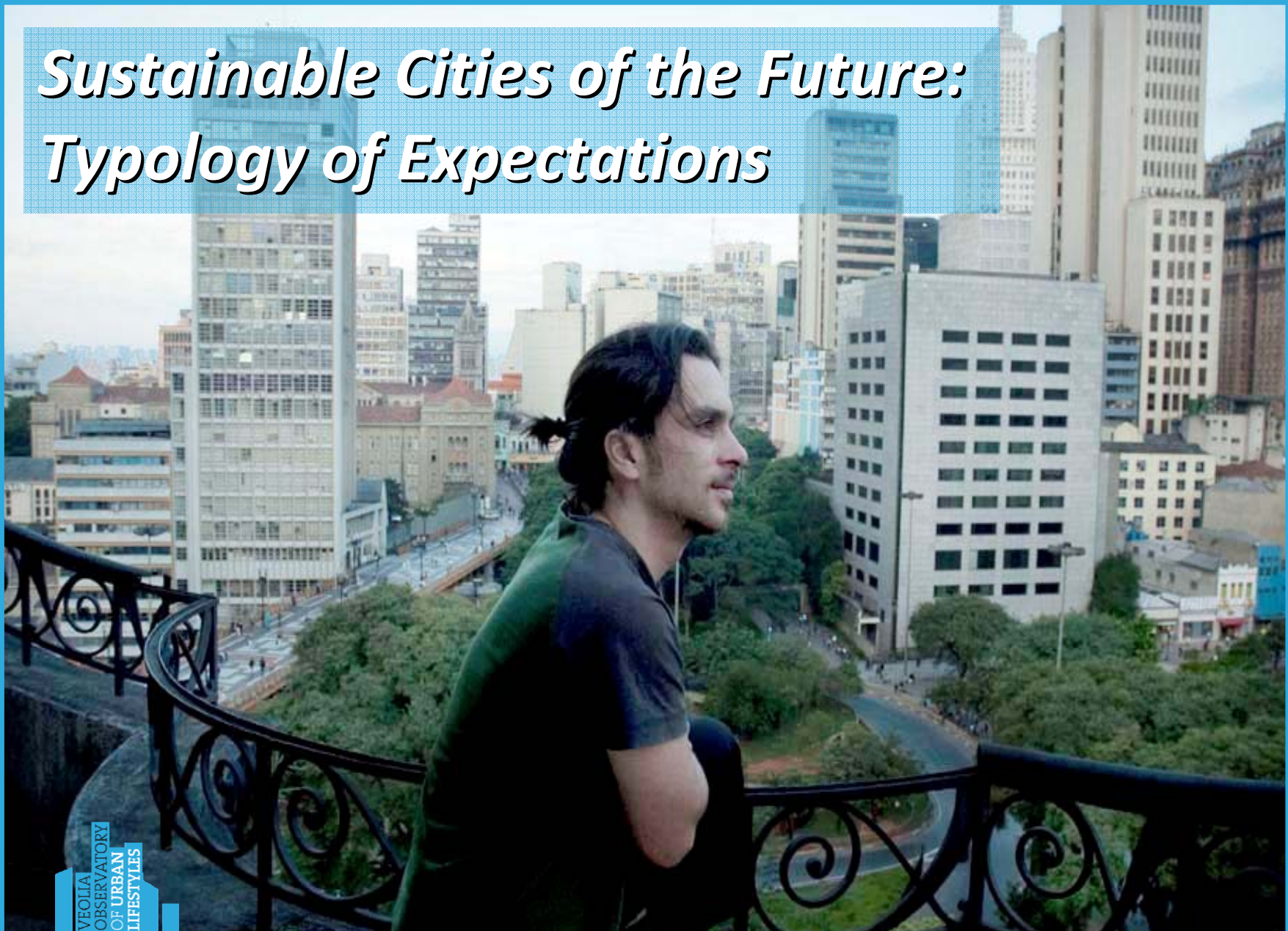
## The role of public and private-sector stakeholders for improving the environment



# 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](http://www.observatoire.veolia.com/en)**