

Canadians and their Communities: A National Survey on Citizen Engagement and Attitudes

Feelings of attachment and belonging to communities depend greatly on Canadians' individual mindsets

October 6, 2015 – Canadians tie more of their identity to their country than their own communities, but are more bullish about the futures of own their neighborhoods than the nation. This, according to an Angus Reid Institute public opinion survey conducted in partnership with Community Foundations Canada.

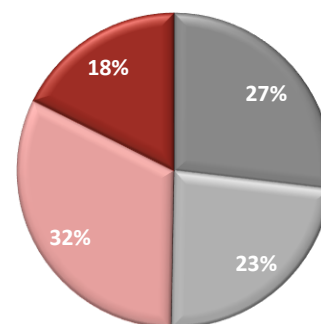
The comprehensive national survey on issues associated with Canadians and their Communities covered a number of areas including Canadian identification with different types of community, attachment to and overall ratings of communities and views on what constitutes a good community.

Key Findings:

- Canadians can be described as one of four distinct segments, or mindsets, when it comes to their local communities: the Happy Joiners, the Ambivalent Belongers, the Contented Non-Participants, and the Unhappy Urbanites
- “Community” represents more than just a geographic space: according to the survey, Canadians also define community by their sense of belonging to groups of people with whom they share work, sports, religious and ethno-cultural commonalities

Four Canadian mindsets on their place-based communities:

- Happy Joiners
- Ambivalent Belongers
- Contented Non-Participants
- Unhappy Urbanites



METHODOLOGY:

The Angus Reid Institute conducted an online survey from August 20th to 24th, 2015 among a representative randomized sample of 1532 Canadian adults who are members of the [Angus Reid Forum](#). For comparison purposes only, a probability sample of this size would carry a margin of error of +/-2.5 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI. Detailed tables are found at the end of this release.

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- Canadian neighbourhoods and communities boast high levels of satisfaction when it comes to safety, protecting the environment, health and learning
- Communities don't hold up as well on "bread and butter" issues such as economic growth, employment, and opportunities for youth
- Satisfaction varies markedly by community size: people living in rural areas and smaller towns have different concerns, levels of satisfaction than those living in big cities

Part 1: Community mindsets

What do the overall survey findings tell us about Canadians and their communities? Using a multivariate "segmentation analysis" (see note on methodology at the end of this release), this ARI-CFC survey reveals four distinct "mindsets" on the community issues explored throughout the research. These population segments are summarized in the table below:

Four Community Mindsets:	
Happy Joiners	Ambivalent Belongers
<ul style="list-style-type: none"> ○ Most likely to be from small cities and towns ○ Older: most are aged 55+ ○ Very engaged and involved in their community ○ Feel they belong in their neighbourhood ○ Rate their communities highly across all dimensions 	<ul style="list-style-type: none"> ○ Most likely to be from Ontario ○ More men than women ○ Community involvement is fairly important ○ Rate their communities roughly average ○ Most feel they belong, but would rather live somewhere else
Contented Non-Participants	Unhappy Urbanites
<ul style="list-style-type: none"> ○ Most likely to be from Quebec ○ Much lower involvement in community activities ○ Most feel they belong in their neighbourhood, and would not prefer to live elsewhere 	<ul style="list-style-type: none"> ○ Most likely to be from Canada's biggest cities ○ Younger, and more women than men ○ Community participation is not important ○ Most do not feel like they belong in their neighbourhood ○ Rate their communities poorly across all categories

Part 2: What makes a good community?

Non-geographic communities

While the focus of this research is on "place-based" or geographic communities, the concept of community is much broader than that. It encompasses shared experiences and attitudes as well as common locations. In recognition of this – and as a jumping-off point for a conversation with Canadians

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about communities and belonging – the survey began by asking about people's identification with an assortment of eight other types of communities:

As illustrated in the infographic to the right ([click here](#) or on the image to see a larger version), all of these community types foster identification – in varying numbers and with people from different walks of life.

The segments certainly distinguish themselves on this dimension of community identification. As their label implies, the Happy Joiners more closely identify with all of these different types of communities, and especially with other people who share their passion for community involvement. They contrast most sharply with the Unhappy Urbanites who are much less likely to identify across the board.

The other two segments express very similar and quite average levels of identification with these various communities, but they diverge sharply on one: Ambivalent Belongers are considerably more likely to identify with people involved in their community whereas this holds for very few of the Contented Non-Participants (see detailed tables at the end of this release).

Key elements of geographic communities

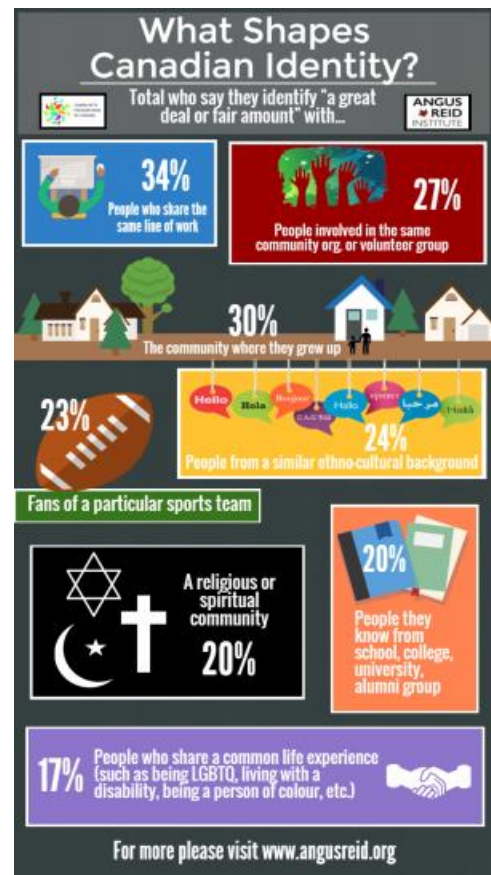
So what goes into creating a good city or community? Canadians point to lots of different elements, but put a higher premium on some. Respondents to this survey were presented with a list of 13 different factors and asked to choose up to three they felt were most important.

In the **top tier**:

- Affordability (selected by 40% of those surveyed, far fewer in Quebec)
- Public safety (38%)
- Employment opportunities (36% overall, considerably higher among those under 35 years of age)
- Health and wellness (32% overall, and higher among citizens over 55)

In the **second tier**:

- The economy (26%)



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- The environment (25% overall, far more important among Quebecers and B.C. residents)
- Housing (21%, almost twice that for residents of the "big three" cities)
- Transportation (20%, and again with much higher numbers among big city dwellers)

In the **third tier**:

- People's sense of belonging to the community (16%)
- Learning/education (15%)
- Arts, culture and leisure (13%)
- Low poverty levels (11%)
- Opportunities for youth (8%)

Community priorities do much to characterize the attitudinal segments. For the **Happy Joiners**, "people's overall sense of belonging to the community" ranks right up in the top-tier. This segment also attaches considerable priority to health and wellness factors (a reflection of their older age) and to opportunities for youth.

The **Ambivalent Belongers** are not extra-concerned with any specific element assessed, while the **Contented Non-Participants** give above average priority to safety and transportation. The **Unhappy Urbanites** are very much focused on "kitchen table" issues, giving much higher ratings to concerns such as affordability, jobs and housing.

Canadians rate their communities

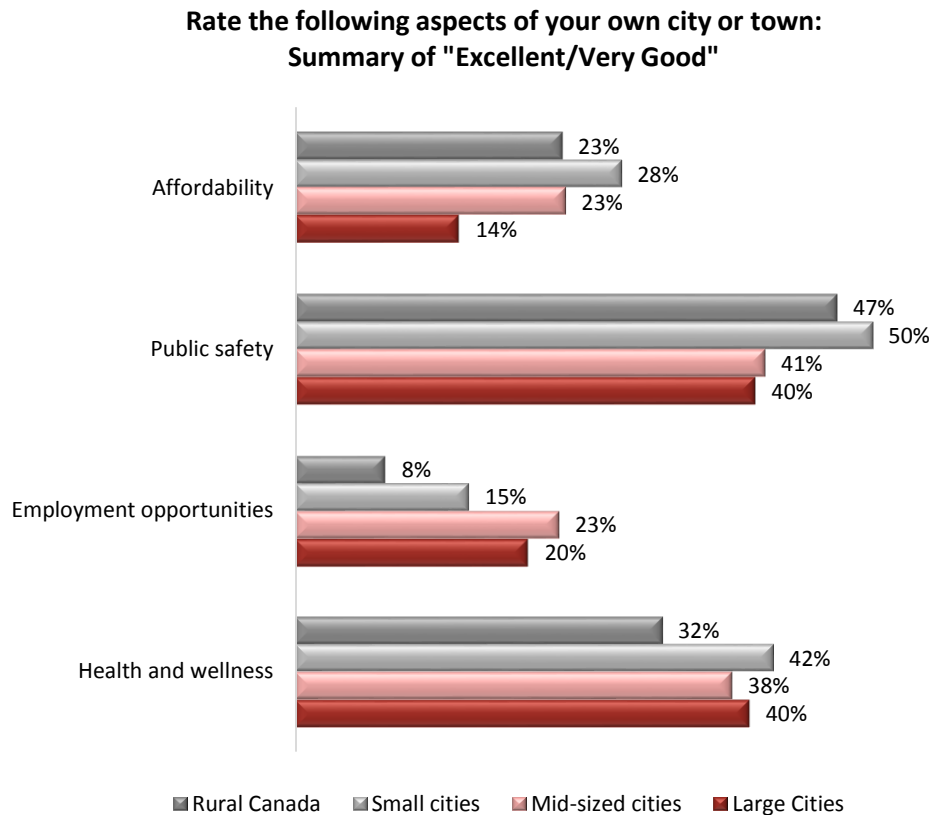
How do Canadians assess their own cities and towns on these same "community building blocks"?

- The top priority, **affordability**, ranks very low in terms of Canadians' overall citizen satisfaction levels. Fewer than one-quarter of respondents (23%) assigned their community a rating of very good or excellent (8, 9 or 10 on a 10-point scale). Residents of the "big three cities" assign the lowest ratings for affordability.
- By contrast, **public safety** receives the highest overall citizen satisfaction score: nearly half (45%) of Canadians assign a rating of excellent/very good. Of note: Canadians overwhelmingly agree that they "*feel safe walking in my neighbourhood alone after dark*". Across all Canadians surveyed, 32 per cent strongly agree and a total of 81 per cent at least moderately agree. Women are less likely to agree with this statement than men (75% versus 86%, respectively)

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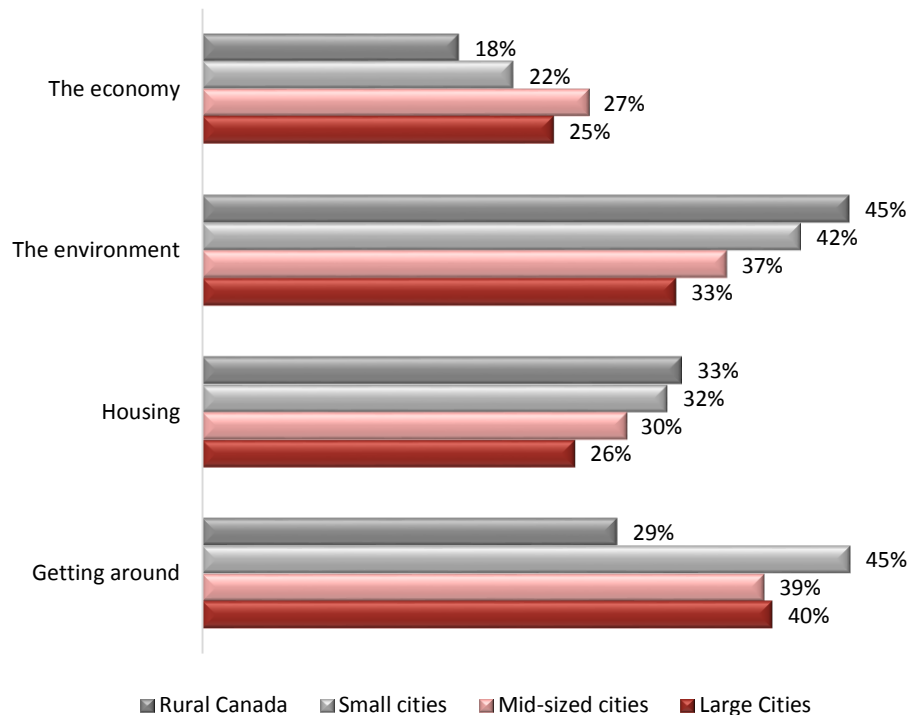
Ratings for other measures can be seen in the graph below:



Moving to the **second tier** of key community elements:

- **The economy** gets a fairly low rating from Canadians. This is especially true in rural Canada
- **The environment** gets a fairly high rating overall
- **Housing** receives "so-so" ratings: 30 per cent excellent/very good overall; lower in bigger centres (For more, see our reports on housing and transportation in [Vancouver](#) and [Toronto](#))
- **Getting around** receives an excellent/very good from two-in-five respondents (40%) overall

Please rate the following aspects of your own city or town:
Summary of "Excellent/Very Good"



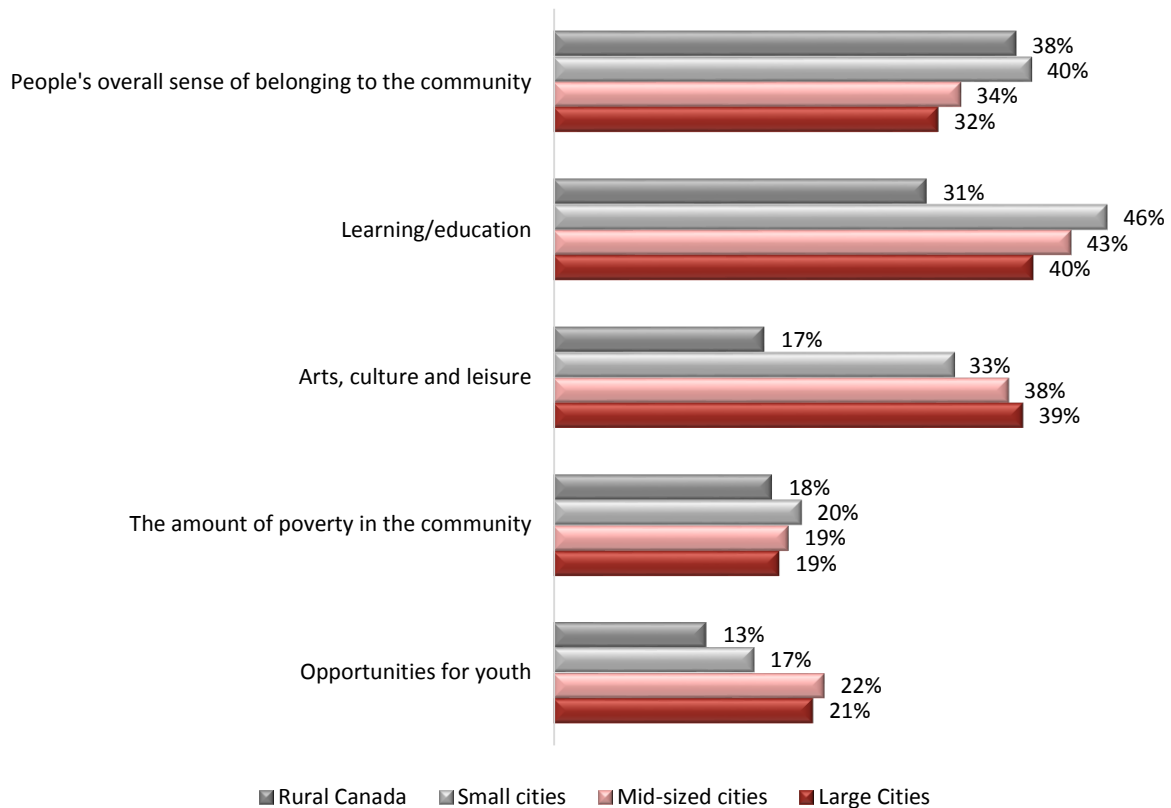
Among the **third tier** of community elements:

- **People's sense of belonging to the community** receives a very good/excellent rating from just over one-third (36%) of Canadians surveyed.
- **Learning/education** (41%) and **Arts, culture and leisure** (33%) are the other two receiving fairly high marks overall (though with lots of variance by community size – see the graph below)
- The **amount of poverty** in the community (19%); and **opportunities for youth** (18%) are each rated as very good/excellent by fewer than one-in-five of the Canadians surveyed. Nationally, exactly half (50%) agree with the statement: *"My city/town doesn't have enough to offer for young people."* Agreement rises to three-quarters in rural areas and Atlantic Canada.

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Please rate the following aspects of your own city or town:
Summary of "Excellent/Very Good"



Assessment of their own community's performance on these various dimensions is a key differentiator of the four segments referenced earlier in this report.

Among the **Unhappy Urbanites**, we see very poor ratings across the board. Indeed, on all dimensions assessed, members of this mindset are more likely to consider their community as "terrible" than as very good or excellent.

The **Ambivalent Belongers** are also less than fully impressed with their communities, notably with respect to their community's leisure and recreation amenities.

The **Contented Non-Participants** give average ratings to their communities across these dimensions, while the **Happy Joiners** give much higher grades on all dimensions assessed, and are especially pleased with the extent to which their community fosters a sense of citizen belonging.

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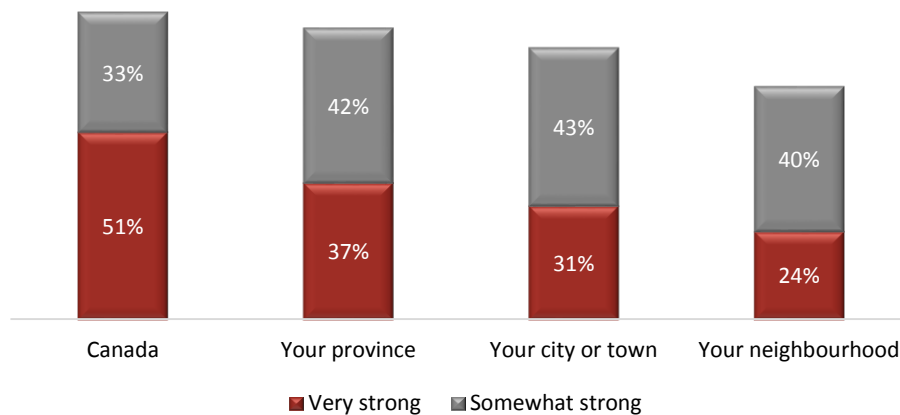
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Part 3: The bigger picture on geographic belonging

These survey finds indicate that to Canadians, idea of a “place-based” community is not limited to one’s city or town. Rather, it applies to larger geographic areas – such as one’s country or region – and smaller ones – such as one’s neighbourhood.

Those polled were asked to describe their own personal sense of belonging to each of these places. The results show Canadians feel the strongest sense of belonging to their nation:

Strength of Canadians' identification with geographic communities:



Similarly, asked which one of these is most important to their own personal identity:

- Half of those surveyed (50%) choose Canada
- 20 per cent choose their province
- 18 per cent choose their city/town
- 12 per cent choose their neighbourhood

Notably, the top two results are reversed in Quebec, where 39 per cent say their province is most important to their identity, compared to 31 per cent who choose Canada.

The sun shines brighter closer to home

Regardless of identity, these geographies are on a much more even footing when it comes to Canadians' quality-of-life assessments:

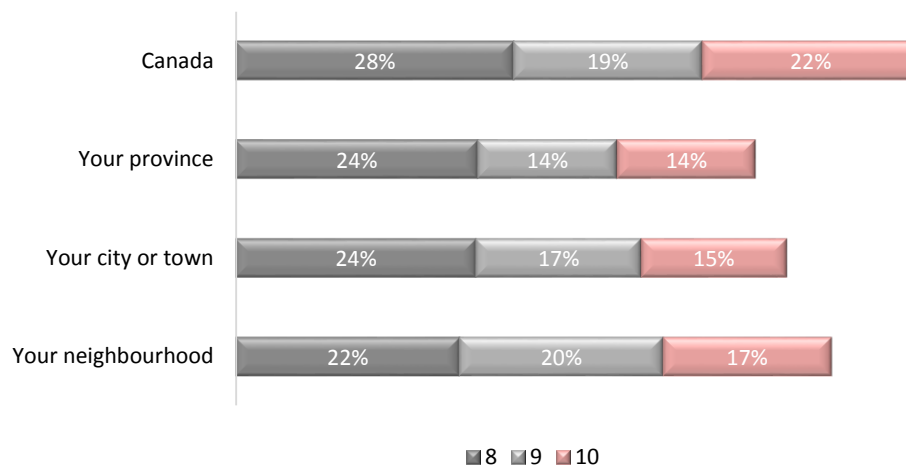
- **Canada** still has the edge with more than two-in-three (69%) of those surveyed describing the quality of life in the country as very good or excellent

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- This figure is 60 per cent at the level of one's own **neighbourhood**.
- And 55 per cent for **city/town** and 52 per cent for **province**.

Canadians' ratings of quality of life in their geographic communities (summary of 8/9/10 = 'excellent'):



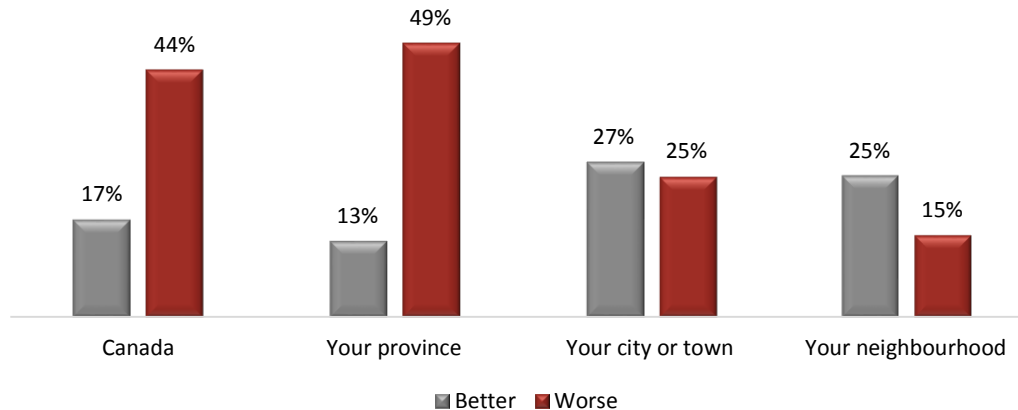
The tables turn further when it comes to Canadians' perceptions of the overall direction things are going in these geographic places.

- We see marked concern, even pessimism, about the overall direction of **Canada**.
- Things get worse still when Canadians rate their respective **provinces**. Things seem sunniest in Saskatchewan, while Ontarians have the gloomiest outlook (see [comprehensive tables at angusreid.org](http://angusreid.org) for individual provincial ratings).
- Citizens are as likely to believe things are getting better as worse in their **own municipality**
- And in their own neighbourhoods, Canadians are generally positive. It's an assessment that's most bullish among residents of small cities and least optimistic in Canada's three largest metropolitan areas (Toronto, Montreal, and Vancouver)

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Are things in each of these places getting better or worse?



Looking at opinions by attitudinal segments, we find markedly different levels of attachment and perspectives:

- The **Happy Joiners** are, unsurprisingly, the most likely to see things getting better overall
- The **Unhappy Urbanites** are the most negative across the board
- The **Ambivalent Belongers** are decidedly more negative about the overall direction of their community, no doubt a key clue as to why they express a lower level of fundamental attachment to their place of residence
- The **Contented Non-Participants** meanwhile, express a relatively positive outlook about their community's overall direction

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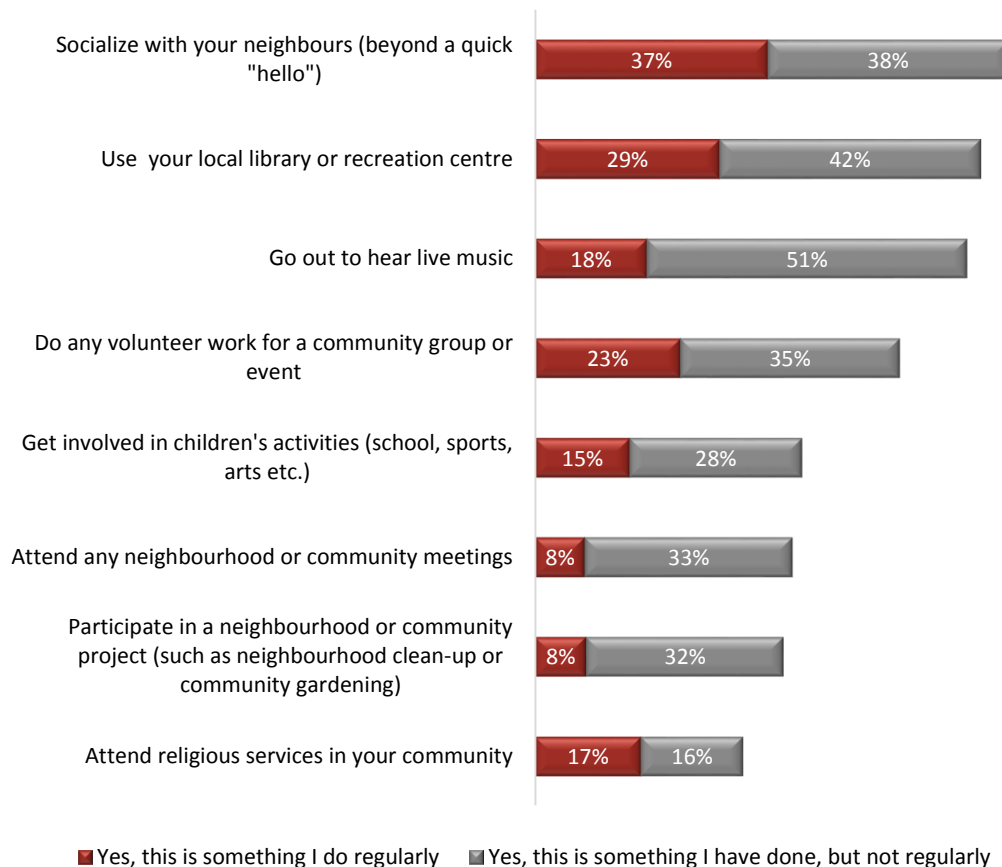
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Part 4: Canadians' participation in their communities

This ARI-CFC survey also asked Canadians about their participation in different community activities – from attending neighbourhood meetings to using the local library or recreation centre to getting involved in children’s activities.

Participation was broken down into two categories: things one does regularly and things one has done in the past, but doesn’t do regularly:

Canadians' participation in various community activities:



Looking at this community participation data in aggregate helps highlight which population groups are most actively involved. Those *most likely* to participate in community activities tend to be:

- Older
- Female

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- Living in British Columbia, Alberta, Ontario, or Atlantic Canada
- University-educated
- Living outside of Canada's largest cities
- Typically living in their community longer

Conversely, those who are least likely to participate in community activities tend to be:

- Younger
- Male
- Living in Quebec or one of Canada's three largest urban centres
- less formally educated
- lower total household income earners

(For more detail regarding community participation levels across population groups, see the [comprehensive tables at angusreid.org](https://www.angusreid.org)).

Community involvement goes a long way to defining the attitudinal segments: **Happy Joiners** are most involved on all counts, both self-oriented activities (such as socializing with friends and going out to hear live music) as well as the community-oriented activities such as attending public meetings and participating in community projects.

Ambivalent Belongers also participate in these community-oriented activities in considerable numbers, and are also "out and about" in their community.

The other two segments are less likely to be involved in any of these activities and are especially below the average in the case of the community-oriented efforts.

But how important is it to get involved?

Overall, respondents rank getting involved in community activities as less important to their day-to-day life than three other aspects of community participation canvassed. Half (50%) of Canadians say community involvement is important to them, compared to:

- Nearly seven-in-ten (69%) who say *spending time 'out and about' in their communities* is important
- Three-quarters (74%) who say *knowing their neighbours* is important
- And four-in-five (79%) who say the same about *following the news and decisions in their communities*

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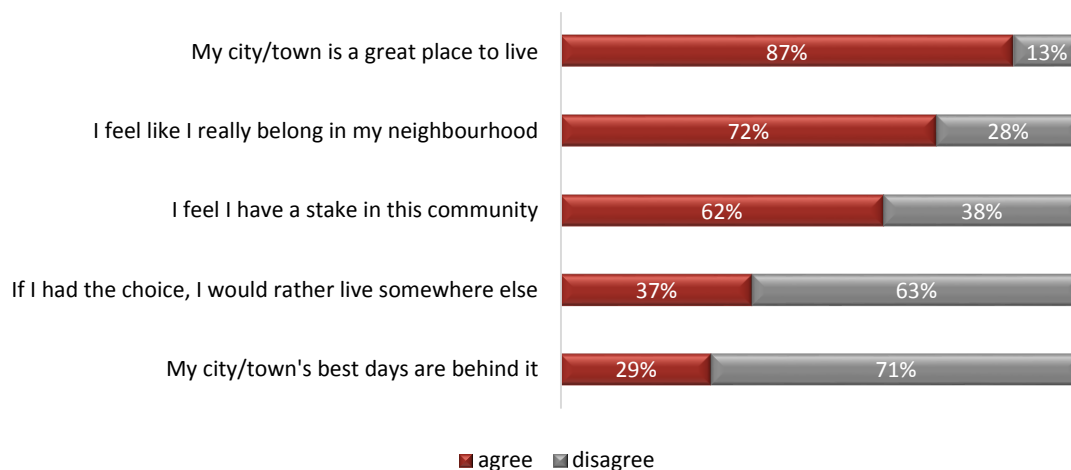
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Part 5: Key attitudes towards community issues

A final important component of this study involved an exploration of citizen opinion on a variety of attitudinal dimensions. A couple of these have been noted earlier and a few others are highlighted here. The interested reader is invited to view the responses to all attitudinal items presented in the [detailed tabular results available at angusreid.org](#).

Some of these attitudinal statements probed community attachment, as shown in the following graph:

Statements about community attachment:



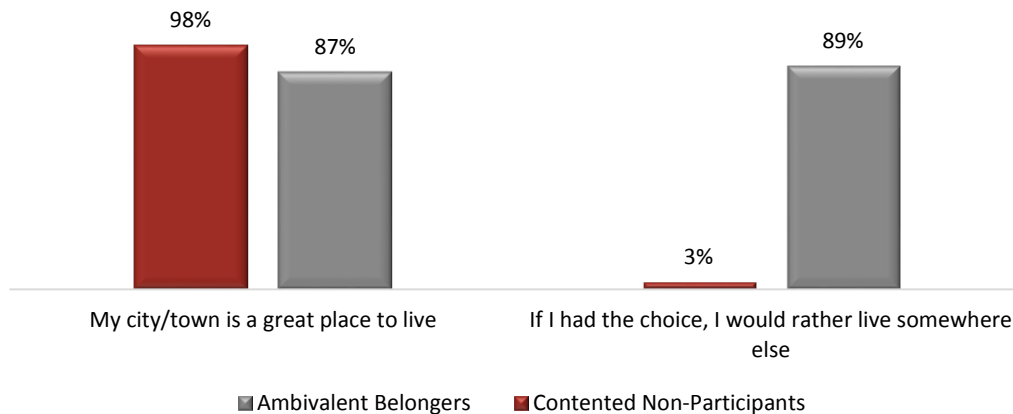
These levels of attachment do vary greatly across the different mindsets identified in this survey:

- The **Happy Joiners**, as their name implies, are extremely likely to agree with these positive statements about attachment to community, feeling they belong in their neighbourhoods and believing that their cities/towns are great places to live. Likewise, almost all of the Happy Joiners feel they have a stake in their community.
- The **Unhappy Urbanites** feel the opposite way. Three-quarters of this segment deny feeling a sense of belonging to their neighbourhoods, and very few feel like they have a stake in their communities.
- Both the **Ambivalent Belongers** and the **Contented Non-Participants** are largely attached to their communities. What separates the former group from the latter – indeed, what makes them ambivalent – is the fact that the overwhelming majority would rather live somewhere else if given the choice:

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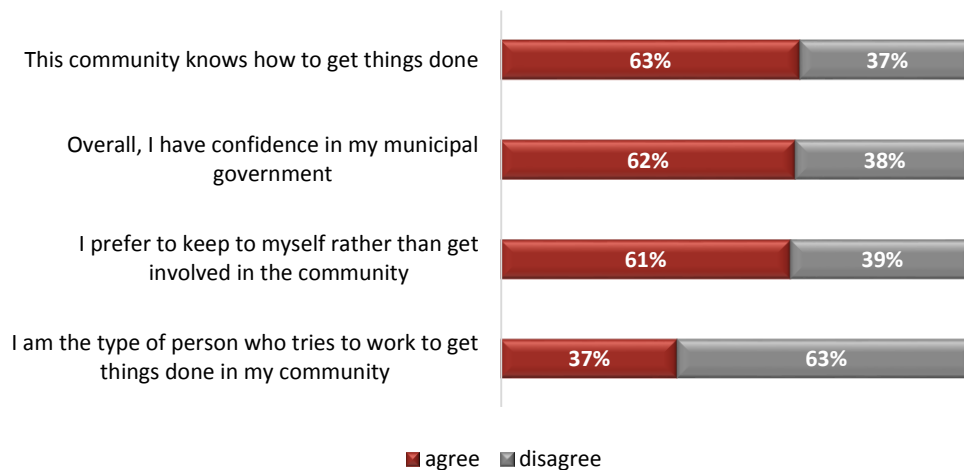
Ambivalent Belongers like where they live, but would move away (percentage "agree" shown):



Nationally, fully 37 per cent of Canadians surveyed shared this willingness to move elsewhere. Those most open to re-location include residents of the "big three" cities (47%), younger people (49%), those with lower incomes, and those with lower levels of attachment and involvement with their current community.

Other statements dealt with citizen efficacy, long recognized as a key aspect of overall citizen engagement and community involvement:

Statements about citizen involvement:

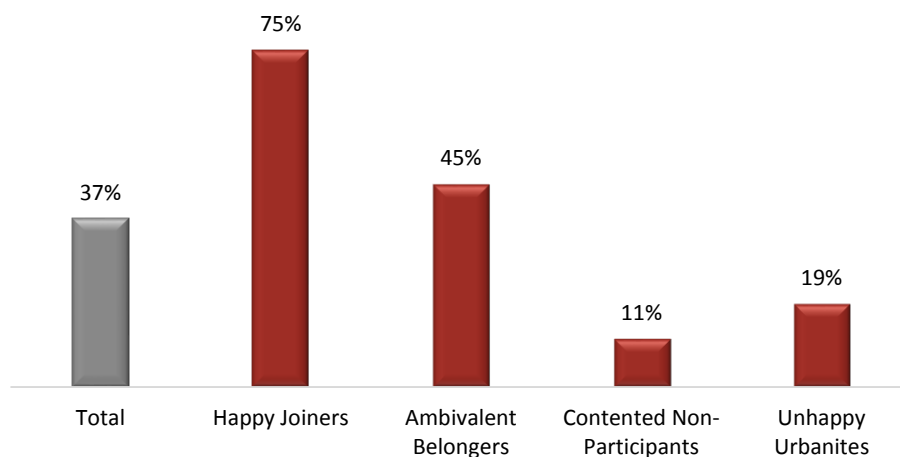


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Though they're less involved in their communities than they are attached to them, Canadians are generally positive about their municipal governments and their communities' abilities to get things done. That said, most would rather keep to themselves than take an active role in their communities. The notable exception to this rule is the Happy Joiners segment:

**I am the type of person who tries to work to get things done
in my community (summary of "agree"):**



A Note on Methodology

In order to fully mine this rich data, Angus Reid Institute researchers conducted a special segmentation analysis. This multivariate analytical technique uncovers underlying structures and relationships within a given survey data set and groups or "segments" the population based on people's shared attitudinal characteristics.

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research organization established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

***Community Foundations of Canada (CFC)** is the national network for Canada's 191 community foundations, which help Canadians invest in building strong and resilient places to live, work and play.*

Summary tables follow. For comprehensive tables showing results by region, age, gender, and other demographics, [click here](#).

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Select the three that are most important to YOU personally in terms of what makes a good place to live.

(weighted sample sizes)	Total (1532)	Community size			
		TO/Mtl/Van (449)	Mid-sized cities (287)	Smaller cities (558)	Rural Canada (238)
Affordability	40%	35%	39%	43%	42%
Public safety	38%	41%	36%	38%	36%
Employment opportunities	36%	33%	36%	38%	38%
Health and wellness	32%	29%	35%	35%	31%
The economy	26%	27%	28%	22%	29%
The environment	25%	22%	24%	25%	29%
Housing	21%	26%	22%	18%	16%
Getting around	20%	28%	19%	18%	12%
People's overall sense of belonging to the community	16%	14%	13%	16%	22%
Learning/education/schools	15%	15%	17%	15%	16%
Arts, culture and leisure	13%	12%	14%	14%	8%
Low poverty levels	11%	12%	9%	10%	11%
Opportunities for youth	8%	8%	5%	8%	9%

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Select the three that are most important to YOU personally in terms of what makes a good place to live.

(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non-Participants (491)	Unhappy Urbanites (271)
Affordability	40%	32%	42%	40%	48%
Public safety	38%	40%	32%	40%	39%
Employment opportunities	36%	30%	37%	33%	48%
Health and wellness	32%	37%	30%	33%	26%
The economy	26%	24%	30%	26%	22%
The environment	25%	26%	27%	23%	24%
Housing	21%	14%	24%	21%	25%
Getting around	20%	16%	17%	26%	22%
People's overall sense of belonging to the community	16%	31%	12%	10%	8%
Learning/education/schools	15%	17%	17%	16%	10%
Arts, culture and leisure	13%	15%	12%	13%	10%
Low poverty levels	11%	9%	13%	11%	10%
Opportunities for youth	8%	7%	8%	7%	9%

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Now, please rate the following aspects of your city or town (Summary of 8-10 “Excellent/Very Good”)					
(weighted sample sizes)	Total (1532)	Community size			
		TO/Mtl/Van (449)	Mid-sized cities (287)	Smaller cities (558)	Rural Canada (238)
Affordability	23%	14%	23%	28%	23%
Public safety	45%	40%	41%	50%	47%
Employment opportunities	17%	20%	23%	15%	8%
Health and wellness	39%	40%	38%	42%	32%
The economy	23%	25%	27%	22%	18%
The environment	39%	33%	37%	42%	45%
Housing	30%	26%	30%	32%	33%
Getting around	40%	40%	39%	45%	29%
People's overall sense of belonging to the community	36%	32%	34%	40%	38%
Learning/education	41%	40%	43%	46%	31%
Arts, culture and leisure	33%	39%	38%	33%	17%
The amount of poverty in the community	19%	19%	19%	20%	18%
Opportunities for youth	18%	21%	22%	17%	13%

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Now, please rate the following aspects of your city or town (Summary of 8-10 “Excellent/Very Good”)					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
Affordability	23%	33%	18%	24%	10%
Public safety	45%	65%	38%	48%	18%
Employment opportunities	17%	23%	17%	17%	7%
Health and wellness	39%	53%	33%	42%	18%
The economy	23%	34%	21%	23%	9%
The environment	39%	59%	32%	39%	17%
Housing	30%	44%	26%	32%	12%
Getting around	40%	52%	35%	44%	22%
People's overall sense of belonging to the community	36%	63%	29%	34%	7%
Learning/education	41%	56%	35%	47%	17%
Arts, culture and leisure	33%	48%	26%	34%	19%
The amount of poverty in the community	19%	27%	16%	22%	8%
Opportunities for youth	18%	27%	15%	19%	9%

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Please indicate to what extent you personally identify with each of the following different communities. [Summary of A great deal/A fair amount]					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non-Participants (491)	Unhappy Urbanites (271)
People who share an interest in the same field of work	34%	39%	34%	35%	22%
The community where you grew up	30%	37%	29%	28%	22%
People involved in the same community organization or volunteer group	27%	42%	30%	18%	19%
People from a similar ethno-cultural background	24%	31%	24%	24%	15%
Fans of a particular sports team	23%	29%	21%	24%	13%
A religious or spiritual community	20%	27%	19%	17%	13%
People you know from school/college/university alumni group	20%	23%	21%	20%	16%
People who share a common life experience (such as being LGBTQ, living with a disability, being a person of colour, etc.)	17%	18%	18%	17%	14%

Thinking about the following geographic communities you yourself live in, how would you describe your sense of belonging to each? [Summary of Strong]					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non-Participants (491)	Unhappy Urbanites (271)
Canada	84%	91%	82%	86%	73%
Your province	80%	94%	75%	84%	56%
Your city or town	74%	94%	68%	81%	41%
Your neighbourhood	64%	85%	62%	65%	32%

Thinking about the following geographic communities you yourself live in, how would you describe your sense of belonging to each? [Summary of Strong]			
(weighted sample sizes)	Total (1532)	Quebec (377)	Rest of Canada (1155)
Canada	84%	65%	90%
Your province	80%	77%	81%
Your city or town	74%	73%	75%
Your neighbourhood	64%	60%	65%

Which of these geographic communities you live in is MOST important to your identity?					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
Canada	50%	44%	57%	49%	52%
Your province	20%	17%	19%	22%	21%
Your city or town	18%	22%	14%	18%	15%
Your neighbourhood	12%	16%	10%	11%	11%

And, how would you rate the overall quality of life in each one? [Summary of Excellent (8-10)]					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
Canada	69%	77%	64%	72%	57%
Your province	52%	66%	45%	55%	35%
Your city or town	55%	79%	43%	62%	22%
Your neighbourhood	60%	87%	48%	65%	26%

In general, would you say things in each of these places are getting better, getting worse, or staying the same?					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
Canada					
Better	17%	19%	20%	17%	11%
Staying about the same	39%	39%	35%	43%	36%
Worse	44%	41%	45%	40%	53%
Your Province					
Better	13%	17%	14%	13%	9%
Staying about the same	38%	41%	35%	40%	33%
Worse	49%	42%	52%	46%	58%
Your City/Town					
Better	27%	41%	21%	29%	14%
Staying about the same	48%	47%	50%	53%	35%
Worse	25%	12%	29%	18%	51%
Your Neighbourhood					
Better	25%	39%	20%	25%	11%
Staying about the same	60%	57%	62%	66%	55%
Worse	15%	5%	18%	9%	35%

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In general, would you say things in each of these places are getting better, getting worse, or staying the same?					
(weighted sample sizes)	Total (1532)	Community size			
		TO/Mtl/Van (449)	Mid-sized cities (287)	Smaller cities (558)	Rural Canada (238)
Canada					
Better	17%	13%	22%	17%	19%
Staying about the same	39%	44%	36%	41%	28%
Worse	44%	43%	42%	42%	53%
Your Province					
Better	13%	11%	16%	15%	12%
Staying about the same	38%	43%	38%	38%	28%
Worse	49%	46%	46%	47%	60%
Your City/Town					
Better	27%	26%	29%	31%	20%
Staying about the same	48%	46%	46%	47%	56%
Worse	25%	28%	25%	23%	24%
Your Neighbourhood					
Better	25%	26%	23%	26%	23%
Staying about the same	60%	52%	65%	63%	64%
Worse	15%	22%	12%	11%	12%

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For each of the following items, please indicate whether you, yourself participate in your community in this way [Summary of Yes]					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
Vote in municipal elections	86%	92%	86%	87%	76%
Socialize with your neighbours (beyond a quick "hello")	76%	91%	73%	73%	59%
Use your local library or recreation centre	71%	81%	71%	68%	61%
Go out to hear live music	69%	78%	67%	67%	59%
Do any volunteer work for a community group or event	58%	76%	61%	46%	50%
Attend any neighbourhood or community meetings	41%	63%	49%	28%	21%
Participate in a neighbourhood or community project (such as neighbourhood clean-up or community gardening)	40%	59%	47%	27%	23%
Attend religious services in your community	33%	41%	32%	32%	25%

How important would you say each of the following is to you in your own day-to-day life? [Summary of Important]					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
Knowing your neighbours	74%	90%	75%	71%	52%
Spending time "out and about" in your community	69%	88%	73%	63%	48%
Following the news and decisions in your community	79%	93%	82%	75%	62%
Being involved in community activities and events	50%	77%	55%	32%	35%

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Now, please indicate whether you agree or disagree with each of the following statements about where you live: [Summary of Agree]					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
In general, people in my neighbourhood trust each other	82%	96%	87%	89%	39%
I feel like I really belong in my neighbourhood	72%	99%	73%	77%	24%
My neighbourhood is welcoming to different minorities that may move in	84%	93%	86%	85%	65%
My city/town is a great place to live	87%	99%	87%	98%	47%
My city/town's best days are behind it	29%	11%	50%	12%	58%
If I had the choice, I would rather live somewhere else	37%	3%	89%	3%	79%
My city/town doesn't have enough to offer for young people	50%	40%	62%	43%	63%
I feel safe walking in my neighbourhood alone after dark	81%	93%	88%	85%	44%
Overall, I have confidence in my municipal government	62%	84%	62%	67%	18%

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Now, please indicate whether you agree or disagree with each of the following statements about where you live: [Summary of Agree]					
(weighted sample sizes)	Total (1532)	Segment			
		Happy Joiners (412)	Ambivalent Belongers (359)	Contented Non- Participants (491)	Unhappy Urbanites (271)
I do not experience discrimination in my day-to-day life	85%	91%	86%	88%	70%
It is difficult to make new friends here	35%	9%	47%	29%	68%
I prefer to keep to myself rather than get involved in the community	61%	18%	63%	84%	82%
This community knows how to get things done	63%	91%	59%	67%	19%
I am the type of person who tries to work to get things done in my community	37%	75%	45%	11%	19%
I feel I have a stake in this community	62%	94%	67%	58%	14%

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