



# **Canadian Cities Ranking Cities and Quality of Life**

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July 8, 2011

**Vancouver may be nicest, but when it comes to cost of living, it's Quebec City and Montreal that take the top spots**

Vancouver may be the “nicest” city according to a survey of Canadians, but on a variety of other indices it scores far less well. Indeed it is Montreal and Quebec City that receive a high ranking from Canadians when it comes to livability and quality of life. The Leger Marketing survey conducted during the week of June 20, 2011 for the Association for Canadian Studies asked 1513 Canadians to indicate whether the city or town in which they lived ranked as excellent, good or poor when it came to cost of living, job opportunities, a place to raise children, recreational and outdoor activities, the climate, cultural activities, opportunities to meet people and make friends and shopping. Eight Cities were included in the results. Conducted via web panel, the margin of error for an equivalent phone survey was 2.9 points 19 times out of 20. Roughly the same indicators were used in a Pew Research survey conducted in the United States in 2009.

As revealed below, when it came to cost of living some 59% of respondents in Vancouver rated their city as poor well above the rate accorded by other city respondents around the same criteria. Quebec City ranked itself best in this regard with Montreal putting itself in second place.

| <b>Cost of Living</b> | Excellent | Good  | Poor  |
|-----------------------|-----------|-------|-------|
| Quebec City           | 24.4%     | 70.7% | 4.9%  |
| Montreal              | 16.3%     | 65.1% | 18.6% |
| Vancouver             | 13.8%     | 29.3% | 56.9% |
| Toronto               | 9.2%      | 48.0% | 40.2% |
| Ottawa                | 4.1%      | 61.6% | 34.2% |
| Edmonton              | 3.8%      | 57.7% | 38.5% |
| Calgary               | 3.8%      | 57.7% | 38.5% |

**When it came to job opportunities, half of respondents in Calgary ranked them as excellent followed by residents of Quebec City and Edmonton. Toronto fared worst in this regard amongst the eight cities in the survey.**

| <b>Job opportunities</b> | Excellent | Good  | Poor  |
|--------------------------|-----------|-------|-------|
| Calgary                  | 50.0%     | 36.5% | 13.5% |
| Quebec City              | 47.6%     | 42.9% | 4.8%  |
| Edmonton                 | 46.8%     | 36.2% | 10.6% |
| Montreal                 | 28.6%     | 40.5% | 23.8% |
| Ottawa                   | 19.2%     | 50.7% | 28.8% |
| Vancouver                | 17.5%     | 49.1% | 24.6% |
| Toronto                  | 8.3%      | 52.6% | 35.7% |

When asked about a place to raise children, it was Quebec City that was most likely to rank itself as excellent followed by Toronto and Ottawa.

| <b>A place to raise children</b> | Excellent | Good  | Poor  |
|----------------------------------|-----------|-------|-------|
| Quebec City                      | 69.0%     | 31.0% |       |
| Toronto                          | 44.1%     | 45.0% | 6.1%  |
| Ottawa                           | 42.5%     | 46.6% | 8.2%  |
| Vancouver                        | 35.1%     | 61.4% | 1.8%  |
| Calgary                          | 29.4%     | 60.8% | 9.8%  |
| Edmonton                         | 29.2%     | 60.4% | 6.3%  |
| Montreal                         | 23.3%     | 60.5% | 16.3% |

When it came to recreational and outdoor activities, Vancouver and Montreal rated themselves first and second respectively.

| Recreational and outdoor activities | Excellent | Good  | Poor  |
|-------------------------------------|-----------|-------|-------|
| Montreal                            | 53.5%     | 39.5% | 4.7%  |
| Vancouver                           | 52.6%     | 43.9% | ---   |
| Quebec City                         | 51.2%     | 46.3% | 2.4%  |
| Ottawa                              | 45.8%     | 50.0% | 4.2%  |
| Edmonton                            | 44.7%     | 51.1% | 4.3%  |
| Calgary                             | 36.5%     | 55.8% | 7.7%  |
| Toronto                             | 17.6%     | 52.9% | 34.5% |

When it came to climate Vancouver finished well ahead of all other Canadian cities.

| <b>The climate</b> | Excellent | Good  | Poor  |
|--------------------|-----------|-------|-------|
| Vancouver          | 44.6%     | 41.1% | 14.3% |
| Toronto            | 12.2%     | 80.8% | 7.0%  |
| Quebec City        | 12.2%     | 78.0% | 9.8%  |
| Montreal           | 11.6%     | 62.8% | 25.6% |
| Ottawa             | 10.8%     | 60.8% | 28.4% |
| Edmonton           | 8.5%      | 38.3% | 53.2% |
| Calgary            | 1.9%      | 51.9% | 46.2% |

When it came to cultural activities, Montreal and Quebec City ranked themselves well ahead the other cities surveyed.

| Cultural activities | Excellent | Good  | Poor  |
|---------------------|-----------|-------|-------|
| Montreal            | 63.6%     | 31.8% | 2.3%  |
| Quebec City         | 51.2%     | 43.9% | 2.4%  |
| Vancouver           | 38.6%     | 50.9% | 7.0%  |
| Edmonton            | 37.5%     | 45.8% | 12.5% |
| Toronto             | 34.5%     | 42.8% | 14.8% |
| Ottawa              | 34.2%     | 53.4% | 8.2%  |
| Calgary             | 26.9%     | 59.6% | 13.5% |

When it came to meeting people and making friends again Montreal and Quebec City ranked themselves as first and second with a Vancouver a close third.

| <b>Opportunities to meet people and make friends</b> | Excellent | Good  | Poor  |
|--|-----------|-------|-------|
| Montreal   | 51.2%     | 37.2% | 11.6% |
| Quebec City  | 42.9%     | 47.6% | 4.8%  |
| Vancouver  | 38.6%     | 50.9% | 10.5% |
| Calgary  | 37.3%     | 45.1% | 17.6% |
| Toronto  | 28.3%     | 52.2% | 14.8% |
| Ottawa   | 27.4%     | 50.7% | 20.5% |
| Edmonton   | 21.3%     | 74.5% | 4.3%  |

Finally, when it came to shopping it was Montreal that ranked itself first followed by Edmonton.



| <b>Shopping</b> | <b>Excellent</b> | <b>Good</b> | <b>Poor</b> |
|-----------------|------------------|-------------|-------------|
| Montreal        | 67.4%            | 25.6%       | 7.0%        |
| Edmonton        | 61.7%            | 36.2%       | 2.1%        |
| Calgary         | 51.0%            | 49.0%       | .0%         |
| Quebec City     | 48.8%            | 46.3%       | 4.9%        |
| Vancouver       | 35.7%            | 60.7%       | 3.6%        |
| Toronto         | 33.5%            | 50.4%       | 16.1%       |
| Ottawa          | 15.1%            | 65.8%       | 19.2%       |