



Career trajectories and residential satisfaction in Toulouse

Understanding the attractiveness of the metropolitan region
for creative knowledge workers

ACRE report 5.11

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Table of contents

| | |
|--|-----------|
| Executive summary | 1 |
| 1 Introduction | 3 |
| 1.1 Outline of the report..... | 3 |
| 1.1.1 Short introduction of the metropolitan region and creative knowledge policy | 3 |
| 1.2 Existing creative knowledge policy | 7 |
| 1.2.1 Governance structure: A complex pattern of local and regional players..... | 7 |
| 1.3 Understanding the current state of affairs of the higher educated graduates in the selected creative and knowledge-intensive sectors for the city region | 9 |
| 1.3.1 Graduates from creative disciplines and knowledge-intensive disciplines (see Peyroux, Laumière, Desbordes, Zuliani, Siino, 2007) | 9 |
| 1.3.2 Creative and knowledge workers | 10 |
| 2 Methodology | 15 |
| 2.1 Questionnaire development | 15 |
| 2.1.1 Developing the questionnaire | 15 |
| 2.1.2 Distributing the draft questionnaire..... | 16 |
| 2.1.3 Feedback and revisor..... | 16 |
| 2.1.4 Posting online – extranet | 17 |
| 2.2 Sampling | 17 |
| 2.2.1 Sampling process..... | 17 |
| 2.2.2 Selection criteria..... | 19 |
| 2.3 Application of questionnaire..... | 20 |
| 3 Descriptive statistics | 23 |
| 3.1 Demographic structure of the sample | 24 |
| 3.1.1 Gender | 24 |
| 3.1.2 Age range of the sample..... | 25 |
| 3.1.3 Households structure | 26 |
| 3.1.4 Place of birth and nationality..... | 27 |
| 3.1.5 Education level..... | 28 |
| 3.2 Basic residential features | 29 |
| 3.2.1 Place of residence..... | 29 |
| 3.2.2 Dwelling status..... | 30 |
| 3.2.3 Time lived in the city..... | 30 |
| 3.2.4 Prior place of residence | 31 |
| 3.3 Basic employment features | 32 |
| 3.3.1 Current employment and contract status | 32 |
| 3.3.2 Expected time in company: knowledge workers more stable in their job than creative workers? | 33 |
| 3.3.3 Income | 33 |
| 3.3.4 Occupation | 34 |
| 3.3.5 Income and occupation..... | 35 |
| 3.3.6 Size of the company | 35 |
| 3.3.7 Hours spent at work..... | 36 |

| | | |
|----------|---|-----------|
| 4 | Mobility and reasons for living in Toulouse | 37 |
| 4.1 | Relation between education level and mobility | 37 |
| 4.2 | Relation between age and mobility | 37 |
| 4.3 | Relation between household characteristics and mobility | 38 |
| 4.4 | Relation between occupation and mobility | 39 |
| 4.5 | Reasons for living in Toulouse: An overview | 39 |
| 4.6 | Relation between mobility and reasons for living in Toulouse..... | 40 |
| 4.7 | Most important reasons for living in Toulouse: Trajectory, job or soft factor?..... | 42 |
| 4.8 | Who cites soft factors?..... | 42 |
| 4.9 | The ‘True soft’: Main demographic, residential and employment features of this population | 43 |
| 4.10 | Networks and mobility..... | 46 |
| 5 | Opinion about the city, the job and the neighbourhood..... | 49 |
| 5.1 | Satisfaction with the city..... | 49 |
| 5.1.1 | Overall satisfaction with the city..... | 49 |
| 5.1.2 | Involvement in city activities | 50 |
| 5.1.3 | Satisfaction with leisure activities | 53 |
| 5.1.4 | Satisfaction with the number of associations | 56 |
| 5.1.5 | Overall concerns on the major problems of the city..... | 56 |
| 5.1.6 | Tolerance of Toulouse..... | 57 |
| 5.1.7 | Improvement or worsening of the quality of life..... | 58 |
| 5.1.8 | Satisfaction with public services | 59 |
| 5.2 | Satisfaction with job and work environment | 61 |
| 5.2.1 | Overall satisfaction with job..... | 61 |
| 5.2.2 | Commuting and overall satisfaction with job..... | 62 |
| 5.2.3 | Income and overall satisfaction with job..... | 62 |
| 5.2.4 | Satisfaction with job and expected time in company | 63 |
| 5.2.5 | Hours worked and satisfaction with job | 63 |
| 5.3 | Satisfaction with neighbourhood and living environment | 64 |
| 5.4 | Synthesis about satisfaction with city, job and neighbourhood | 65 |
| 6 | Conclusion | 69 |
| 6.1 | General conclusions | 69 |
| 6.1.1 | Why did they come to Toulouse?..... | 69 |
| 6.1.2 | Why this part of the agglomeration and what differences according to the location? | 73 |
| 6.1.3 | Knowledge and creative workers | 74 |
| 6.2 | Final remarks: a confirmation | 74 |
| | Appendix | 77 |
| | References | 81 |

EXECUTIVE SUMMARY

This report analyses the drivers behind the decisions of higher educated graduates and workers in creative and knowledge industries to find a job and live in the Urban Area of Toulouse (UAT). The central question of this study revolves around the location choices. The report seeks to analyse the logics explaining that Toulouse has attracted and accommodated people considered as creative. A second and interrelated objective is to explore the role that both hard and soft factors play in workers and graduates decision to live in a particular location in the region.

The analysis is based on a survey of 200 persons belonging to the ‘creative classe’ as understood within the ACRE programme: they include 75 employees from the knowledge intensive sectors, 75 employees from the creative sectors and 50 graduates, half of them from universities and specialised schools and the other half from art, cultural and media schools. The sectors of activities covered by the study include finance, law and other business services, research and development, higher education as far as knowledge intensive sectors are concerned, and the creative sectors of computer games, software, electronic publishing; advertising; video, film, music and photography, and radio and TV. The graduates were selected taking into consideration various disciplines: engineering, administration/trade, social sciences, video, photo, fashion, art/architecture and literature/entertainment. The questionnaire survey included questions about satisfaction with the city, the job and working environment and the neighborhood area and dwelling.

Contextual elements are of importance to understand the outcomes of the survey. First of all one has to recall that the development path of Toulouse has been based on an early specialisation in electricity and aeronautics and has been driven by major investments in higher education and research. As a result Toulouse appears more as a city of knowledge and technological innovation than as a creative city in terms of art, culture and other creative industries. This economic specialisation explains the largest share of knowledge intensive employment compared to other creative occupations. Secondly, because of the unbalanced structure of the regional urban settlement, Toulouse is the major economic hub and the only large university and higher education centre in the Midi-Pyrénées region. Some (well known) engineering schools are only to be found in Toulouse. In that regard, Toulouse is a major pole of attraction for the residents of the region, and for the adjacent ones, for studies and job opportunities. Thirdly, there are close connections between higher education institutions, the local economic bases and the labor market: disciplines taught in specialised schools and in master degrees at the universities are closely linked to the key sectors of activities in Toulouse (computer science, space, aeronautics); highly educated graduates from local schools and universities are usually recruited by companies established in the UAT; high technology firms are often created by former graduates of local schools or former employees of local companies. This constitutes an efficient ‘local system of competences’ that generates its own ‘creative classes’.

These contextual elements explain one of the key outcomes of the survey: the main factors that explain the concentration of people composing the 'creative classes' in Toulouse are first of all trajectory factors and job market related factors. Nearly one third of the respondents are born in the Midi-Pyrénées region. If we include the adjacent regions (Languedoc Roussillon, Aquitaine, Limousin, Auvergne), almost half of the sample is born in the Great South-West of France. One of the region's main attractions is therefore to be born there. An even higher percentage completed a part of their studies in the agglomeration. In the ACRE study, roughly 50 per cent of interviewed people (46.7 per cent of the 150 employees surveyed) obtained their main diploma at Toulouse or in the region. They stayed on because either they found a spouse (the majority of cases) or because their first job offer was in the agglomeration. Amongst those who have spent neither a part of their careers in Toulouse without being born nor having studied in the region, the majority came because of work constraints or opportunities for themselves or their spouses.

The survey shows that soft factors only play a very marginal role and those coming to the fore are linked to the proximity of rural environment and to the image of overall friendliness that the city enjoys.

This points out that choosing a city where to work is indeed not similar for those who are born or who have studied there, and for those experiencing mobility during their career and choosing between equivalently known cities, where they would have or not family, friends or acquaintances. This could be a key element in the international comparison.

The assets of Toulouse can therefore be related to three important characteristics: 1) a concentration of higher education and research institutions closely linked to the economic specialisation of the urban area; 2) a highly qualified population who studied locally, 3) an active labor market able to recruit local graduates and offer opportunities for the creation and the spreading of companies.

This leads to the conclusion that the factors explaining the arrival of people in the agglomeration are linked in almost all cases to life paths in which conscious choices having solely to do with the location are very limited. The ACRE program's work hypotheses seem not to function in the case of Toulouse for they are based on the idea that people choose individually and reflexively the places in which they will live. In our studies, on the one hand, this situation appears to be relatively rare in regards to the effects of inertia or constraints tied to the past trajectories of those interviewed. Most of the time, they did not choose Toulouse over other cities in which to live. Their choices lie within a continuity of situations, relationships and engagements of all kinds. Often, it was not made individually but rather as a mutual decision between several concerned people. The choice of cities, just as the choice of residency, is not the result of a comparison of different areas without any other constraints.

1.1 Outline of the report

This report aims at going further in the analysis of the drivers behind the decisions of higher educated graduates and workers in creative and knowledge industries to find a job and live in the Urban Area of Toulouse (UAT).

The first part brings to mind the main characteristics of the metropolitan region, provides a brief introduction to the creative knowledge policy as well as a portrait of creative and knowledge workers in the city region.

The second part describes the methodology used to implement the survey among a sample of 200 people living in the UAT.

The findings of the survey are summarised in three steps (parts 3, 4, and 5). We first of all present a descriptive analysis putting forward the demographic structure of the sample, as well as the basic residential and employment features of the surveyed population. Then we focus on the reasons for living in Toulouse with a specific insight on the trajectories of the interviewees, and the job related constraints. Some further analyses enable to better understand the profile of the people choosing Toulouse for its so called ‘soft factors’ (like tolerance, atmosphere, welcoming aspects, amenities and urbanity). The last part (5) presents the main outcomes about the satisfaction of the respondents regarding different aspects of the city, the job and the neighbourhood. The report includes several cross-tables that highlight the differences between creative and knowledge workers regarding their opinion on these three types of environment.

1.1.1 Short introduction of the metropolitan region and creative knowledge policy

❖ *Toulouse: One of the fastest growing urban areas in France*

With an annual growth rate of 1.6 per cent between 1990 and 1999 the ‘Urban Area’ of Toulouse (UAT) as defined in 1996 by the French National Institute of Statistics (INSEE)¹ is one of the most dynamic urban areas in France. Located in the south-western part of France,

¹ An ‘Urban Area’ is defined as a set of communes (municipalities) situated on an unbroken and enclave-free tract of land, comprising an ‘urban pole’ and rural or urban communes (periurban ring), in which at least 40 per cent of the resident working population work in the pole or in the communes linked to the pole. An ‘urban pole’ is an agglomeration of communes offering 5,000 jobs or more. The French definition of ‘urban’, with its low population threshold of 2,000 inhabitants, can appear to be extremely extensive compared with that used in other countries.

the UAT ranks 5th among the urban areas in France in terms of population (965,000 inhabitants in 1999; 1,060,000 in 2004) after Paris, Lyon, Marseille-Aix-en-Provence and Lille - 4th when only considering the city of Toulouse (435,000 inhabitants in 2005).

The UAT stretches over 4,015 km² and includes 342 *communes*² that are mostly located in Midi-Pyrénées, the largest region³ in France (45,000 km² or 8.5 per cent of the national territory), except for two communes situated in the Languedoc-Roussillon region. With 2.8 million inhabitants in 2006, Midi Pyrénées reached the 6th rank in France out of 26 in terms of population growth. The growth of the region is fuelled almost exclusively (91 per cent) by migration. The UAT includes six *départements*⁴ (Haute-Garonne, Tarn-et-Garonne, Tarn, Aude, Ariège and Gers). Only 34 out of the 342 communes are located outside Haute-Garonne. With more than one million inhabitants, this is the most populated *département*. It has both a natural and migratory surplus. During the period 1999-2005 it experienced the fastest demographic growth among the *départements* of metropolitan France (+1.7 per cent per year).

Urban population growth of the UAT results from natural increase linked to the age profile of the urban population (33 per cent of the population are between 20 and 40 years of age, but only 23 per cent are less than 20 years of age) and net migration, which reflects Toulouse's attractiveness (AUAT 2006e). Migration from Northern Europe is particularly noticeable among high skilled workers. The population is however ageing following a national trend: there is a growth of population in the 45-54 and 70-79 age categories.

❖ *From a middle-sized commercial and administrative centre to a technopolis and a knowledge-intensive city*

Once a major metropolis of Western Europe, the city was a commercial and administrative centre in the 19th century with no heavy industry except chemicals. In that period of time Toulouse sank to a sleepy regional-level status (1801: 52,000 inhabitants, 150,000 in 1911). The city had missed the Industrial Revolution and was left out of the major accumulation processes that occurred in industrial cities such as Lyon, in seaport and trading cities such as Marseille or Nantes, or in a wine region such as Bordeaux. With the development of high technology (aeronautics, space sector, electronics, and computer activities) over the past decades the city has affirmed itself as a technopolis and a knowledge-intensive regional centre.

² The commune is the lowest tier of the administrative structure. There are many more communes in France (36,000) than in the other EU countries. The term '*commune*' applies to *all municipalities* whatever their size – 80 per cent of them have fewer than 1,000 residents. Like the department and region, the commune has a deliberative or decision-making body (*Conseil municipal*, the municipal council) and an executive (the Mayor), elected by the municipal council.

³ Created in 1955 to provide a framework for regional and town planning, the region became a local authority in 1982. The decision-making organ is the *Conseil régional* (regional council).

⁴ The *Départements* were established in 1789. The *Conseil général* (general council) is the department's decision-making organ. The law of 2 March 1982 conferred executive authority for the department on the chairman of the general council. The last wave of decentralisation (2004-2007) led to the rise of the competences of *Départements*.

In the early 20th century, the relocation of key military and aerospace industries has awakened the city again. The development path of Toulouse is characterised by an early specialisation in higher education and research (in the late 19th century) and in electricity and chemical engineering, while the aeronautics industry emerged during the First World War and further developed in the 1950s (see below). With Airbus having its headquarters in Toulouse, the city has become known as ‘Europe’s capital of aerospace industry’. The A320 is manufactured locally, as well as the assemblage of the A340, a second factory being located in Hamburg (Germany). The Aeroconstellation site -created in 2004- has been developed for the assemblage of the A380 (550 to 800 passengers) north of the agglomeration. Highly specialised firms in satellite decks (Alcatel, Matra Marconi Space), satellites programmes (SPOT, Argos) or satellite imagery and localisation system (SPOT Images, CLS Argos) as well as Météo France, with its high-tech meteorological computer centre, settled in the area of Toulouse from the 1980’s onwards. The explosion of a fertiliser firm in 2001 in Toulouse put an end to local chemistry industries and opened the way for the development of biotechnologies on the very site of the former chemical plants (Canceropole project) and a move towards diversification (information sciences, nanotechnology, health sector).

Toulouse is also well known for the development of a large research scientific pole. With 113,900 students in 2005-2006, the *Academy of Toulouse* ranks third in France after Paris and Lyon (second when only considering ‘the province’)⁵. Higher education is structured around three universities and twelve engineering schools⁶, which have recently decided to join and constitute a single research and education pole. In addition, there are various training and specialised institutions (AUAT, 2006f). Most of education institutions are concentrated in the Toulouse agglomeration but there are delocalised universities in the secondary cities of the Midi-Pyrénées region (Albi, Tarbes, Montauban, Castres-Mazamet among others). The UAT accounts for 84.2 per cent of the students of the Academy (95,909 students in 2001-2002 and 97,939 students in 2004-2005). Apart from the region of Paris, Toulouse together with Grenoble have the most important ‘urban innovation system’⁷ in France and are by far the leading provincial centres for cooperation between universities or research organisations and firms.

❖ *Economic dynamism, socio-economic profile and urban development challenges*

The rising number of establishments⁸ in the UAT over the past years (+20 per cent between 1993 and 2002) demonstrates economic dynamism (Laborie, Sibertin-Blanc, Albert, 2005). The predominance of tertiary activities has been reinforced due to the rise in business services (+40 per cent), in particular in Information, Communication and Technology (ICT) sectors (computer industry and engineering). The share of technological and highly qualified services has also increased, demonstrating the ‘technological intensity’ of the UAT. In addition to

⁵ The Academy of Toulouse is larger than the UAT: it includes 3,020 communes and 8 départements.

⁶ INSA, SupAéro, ENSICA, ENSEEIHT, INPT among others.

⁷ *Urban innovation system* focuses on the way innovation emerges and circulates within clusters. Urban innovation system focuses on the relationships between universities, research organisations and firms at local level (Grossetti, 1995 and 1999).

⁸ Establishment is the place where firm activities are taking place. Firm is the legal or physical entity. It can have different activities in one or more establishments in different places.

business services, computer activities, health and social care, hotels and restaurants and real estates are among growing sectors. Salaried employment in the private sector grew significantly between 1993 and 2004 and the UAT enjoys one of the highest rates of employment growth in France, well above the national average. The unemployment rate was 13.9 per cent in the UAT in 1999 (11.3 per cent for men and 16.8 per cent for women).

Employment structure in Toulouse shows the specialisation of the city. According to the 1999 National Census, the distribution of working population at workplace shows that services are dominant (77.3 per cent of the working population) compared with industry (21 per cent) and agriculture (1.7 per cent). The main sectors of activity are real estate, renting and business activities (14.4 per cent), manufacturing (14.3 per cent), wholesale and retail trade (13.7 per cent) and health and social work (12.4 per cent). In terms of employment Toulouse especially relies on four main sectors: aeronautics, space, electronics and chemistry-pharmacy-biotechnology. A large number of sub-contractors are linked to these main activities. Despite current restructuring processes in the Airbus firm, aeronautics activities remain significant in terms of employment (between 2002 and 2004 Airbus created almost 1,000 jobs per year in Toulouse). There are also trends towards diversification in biotechnology and health. This is reflected in the two specialised clusters that have emerged in Toulouse based on local qualification and expertise: on the one hand industrial activities linked to aeronautics and space such as electric and electronic equipment and components, metallurgy and metal transformation; on the other hand agribusiness mainly linked to biotechnologies.

As a result of this economic specialisation the UAT displays specific features: the population has a high degree of education compared to other urban areas; the share of highly qualified occupations and intermediate occupations has been increasing. Toulouse is one of the urban areas that have the highest household incomes in France. Disparities between incomes are greater than elsewhere in the country, in particular within the city centre as opposed to suburbs and periurban areas.

While it is tempting to consider Toulouse as a success story of a knowledge-based regional centre, one also has to point out critical challenges linked to its economic specialisation. The development of clusters of high technology activities relying on a highly qualified workforce and the associated housing schemes (within the urban renewal policy) tend to reinforce socio-spatial disparities. The social division of labour and the labour market have generated a high degree of social polarisation. Neighbourhoods predominantly inhabited by highly qualified and well-paid professionals (including migrants from Northern Europe), in the central city as well as in the suburbs, stand in contrast with neighbourhoods with a high concentration of less educated and unemployed people (including migrants from Maghreb). In addition, rents and house prices have been increasing over recent years and middle-lower income households, who cannot afford to access property ownership in the central city and the suburbs, are pushed further away in the sparsely populated and remote periurban areas. Major upgrading and renewal programmes have been implemented to reduce social disparities but despite an increase in public funds dedicated to social housing rental social housing continues to have a very low share of the Toulouse housing stock and social housing remains insufficient while demand is increasing. Is the economic development model therefore conducive to social

integration? This raises the issue of the professional integration of low qualified or unqualified populations in a highly specialised urban area.

1.2 Existing creative knowledge policy

1.2.1 Governance structure: A complex pattern of local and regional players

Toulouse accommodates many administrative headquarters, which depend either on the central State or on local political bodies: this includes the Prefecture and the Regional Council of Midi-Pyrénées Region as well as the General Council of the Haute-Garonne Department. Departmental and regional institutions are *de facto* involved in the politics of the Urban Area. In addition, the UAT does not correspond to a single administrative and management unit: *there is no metropolitan government at the scale of the UAT*. As a result, there is a complex pattern of different layers of local administration, including municipalities and inter-communal structures, mainly composed of three Community of Agglomerations⁹ (Greater Toulouse, with about 700,000 inhabitants; The SICOVAL, with 68,000 inhabitants, and Le Muretain, 65,000 habitants). In addition there are a number of *Communautés de communes*¹⁰. Relevant policies conducted by inter-communal structures are mainly in the field of: (i) land and housing policy; (ii) support to the creation and establishment of firms (this includes planning and developing business parks, nurseries for firms or incubators for hosting innovative firms).

While the lack of a single centralised structure does not prevent economic policies to be implemented at local level, *this has been an impediment to implementing social policies and town planning policies that require more inter-communal cooperation*. However, the adoption of a ‘Charter for the Urban Area’ by most local authorities in 2005 can be seen as a successful achievement of a more coherent approach of the development of the UAT. For the first time, the Charter aims at defining the framework and the method for establishing a spatial planning scheme at the scale of the UAT. The concept of ‘metropolitan area’¹¹ that has been discussed since 2005 among the local, regional and national public authorities with the support of the Toulouse Town Planning Agency is another attempt to identify the appropriate scale of

⁹ The Community of Agglomeration (*Communauté d'agglomération*) are structures with fiscal power targeted at towns and middle-sized cities and their suburbs. They were established by the law on the strengthening and the simplification of intercommunal structure voted in 1999 (*loi du 12 juillet 1999 relative au renforcement et à la simplification de la coopération intercommunale*). The Community of Agglomeration have most fiscal power as they levy the local tax on corporations (business tax or *taxe professionnelle*) in their own name instead of those of the communes. The communities also manage some services previously performed by the communes. Government allocates money to the communities based on their population, thus providing an incentive for the communes to team up and form communities.

¹⁰ The Community of Communes (*Communauté de communes*) are another form of inter-communal cooperation primarily targeted at rural communes. Communities of Communes have a more limited set of competences and the communes are more autonomous than in a *Communautés d'agglomération*.

¹¹ The perimeter of the proposed metropolitan area includes the UAT and the small and middle-sized cities of Montauban, Albi, Castres-Mazamet, Foix, Pamiers, Saint-Gaudens and Auch.

political interventions. Toulouse is one of the fifteen towns in France whose metropolitan project has been selected.

In addition to inter-communal structures, new forms of governance emerged with a growing influence of private firms which have benefited from the active policy conducted by the State and the Region to support industrial development through technological innovation and applied research (through the *Pôles de compétitivité*¹², the National Agency for Research and the Agency for Industrial Innovation). Support for major projects illustrates consensus among public and private local, regional and national stakeholders. The regional policies that promote the two Pôles de Compétitivité in Midi Pyrénées since 2005 reflect both the contribution of public policy but also the commitment to bring high technology firms, higher research and education institutions and local and regional public authorities closer together. Pôles de Compétitivité focus on aeronautics, space and on-board systems (Aéronautique Espace et Systèmes Embarqués) and on biotechnologies and health targeted to cancer treatment (pôle Cancer Bio Santé).

❖ *Cultural policies*

One has to point out that the share of cultural sectors and cultural occupations remains modest in France compared to other European countries¹³ although financial support from the central State and the communes has arisen since the 1980s. Ile-de-France region and Paris still contains the largest share of cultural employment and firms. In addition, there is no connection in Toulouse between art creation and manufacturing as the case in Lyon in the fields of textile and design. Toulouse also laid behind other cities in France of similar size in terms of cultural facilities and cultural policies. However major changes have occurred in the field of culture since the year 2000. This is the result of the policies of deconcentration that started in the 1980s. The City of Toulouse has been engaged in a strategy based on the creation of large-scale cultural facilities (an adaptable concert hall with almost 10,000 seats, a museum for contemporary art, and a large-scale national theatre in addition to the existing opera, classical orchestra of the Capitole, and fine arts museum) and the initiation of festivals with the aim of attracting a large audience and shaping a positive and attractive image for Toulouse. These policies are driven by the ambition of making Toulouse a ‘European Capital of Culture’ in 2013. Cultural activity is also expanding in the suburbs where some municipalities are implementing ambitious cultural programmes, in a context of growing competition to attract new residents and firms (Tournefeuille, Ramonville etc). New facilities and the emergence of new cultural places have strengthened local cultural life, but this mainly relies on informal or associate networks of artists.

¹² ‘Pôle de compétitivité’ or competitive cluster is a recent strategy developed by the State and implemented by DIACT (Délégation Interministérielle à l’Aménagement et à la Compétitivité des Territoires, the former DATAR - Délégation à l’Aménagement du Territoire et à l’Action Régionale) to support technological innovation. It comprises a large geographical perimeter where firms and research and education units are engaged in a partnership, in order to promote common technological projects.

¹³ With about 434,000 persons employed in cultural sectors (by INSEE standards), or 2.1 per cent of total employment, France is situated below the 2.5 per cent EU average (Greffé, 2006), but the employment is on the rise.

1.3 Understanding the current state of affairs of the higher educated graduates in the selected creative and knowledge-intensive sectors for the city region

1.3.1 Graduates from creative disciplines and knowledge-intensive disciplines (see Peyroux, Laumière, Desbordes, Zuliani, Siino, 2007)

❖ A high level of education in Toulouse

The population of the UAT is one of the most educated in France. 35 per cent of the population have a higher degree than the A-level compared to a national average of 26 per cent. 15 per cent have a higher education degree compared to nine per cent in France. The proportion of resident population qualified at level ISCED (International Standard Classification of Education) in the UAT in 2001 was 13.44 per cent for Level 1, 22.73 per cent for Level 2, 12.52 per cent for Level 3-4 and 21.79 per cent for Level 5-6 (Urban Audit, LUZ Toulouse Urban Area, 2001). This high level of education results from the generalisation of secondary education in France but also to a more specific local situation: there is a large range of universities and higher education institutions in the region of Toulouse and the arrival of a qualified working population reinforces the share of the graduates within the population. Over the last 30 years, the share of the population with a degree has increased (INSEE, AUAT, 2002).

❖ Students and universities

With 113,900 students in 2005-2006, the Academy of Toulouse ranks third in France after Paris and Lyon (second when only considering ‘the province’). The Academy of Toulouse is larger than the UAT: it includes 3,020 communes and eight departments. Higher education is structured around three universities and 12 engineering schools. In addition, there are various training and specialised institutions (AUAT, 2006). Most of education institutions are concentrated in the Toulouse agglomeration but there are delocalised universities in the secondary cities of the Midi-Pyrénées region (Albi, Tarbes, Montauban, Castres-Mazamet among others).

The UAT concentrates 84.2 per cent of the students of the Academy (95,909 students in 2001-2002 and 97,939 students in 2004-2005). This represents 100 students for 1,000 inhabitants. The UAT is more specialised in university and engineering education than other urban areas in France (Lille, Aix-Marseille, Lyon and Bordeaux) but less than in Montpellier and Rennes (AUAT, 2006).

68.5 per cent of the students in the Haute-Garonne department are registered in universities and assimilated. There is a high proportion of students in B.A, M.A and PhD: 24.1 per cent of the students in 2005-2005 were registered in the second cycle (in the third and fourth years of study at university) and 12.6 per cent in the third cycle (five years university and PhD) (Atlas régional Midi-Pyrénées 2005-2006). The universities in Toulouse grant 4,000 master’s degrees and 700 PhD degrees a year; one fifth of the postgraduates come from abroad. Engineering schools and technical institutes are well represented: they account to 17.5 per cent of the students registered in Haute-Garonne department.

Data from the European University Pole indicates that 12,000 students out of the 113,000 students of the Midi-Pyrénées region are foreign students (10.6 per cent). Foreign students mainly come from Africa: Maghreb (31 per cent) and West Africa (10.5 per cent). Europe is the second continent of origin of the foreign students with a majority coming from the EU (Spain, Germany and Italy). Chine and Libanon are the third origins of foreign students outside Africa and Europe (AUAT, 2006f). The number and share of foreigner students have remained relatively stable over the past ten years.

Key disciplines taught in Toulouse universities are Social and Human Sciences (21.02 per cent of the registered students in the three universities of Toulouse and in CUFR in Albi), followed by Law and Political Sciences (13.2 per cent), and Fundamental and Applied Sciences (12.94). The fastest growing fields of study are law and political sciences, life sciences and social and human sciences.

The distribution of students according to the type of higher educations shows that more than half of the students are registered in the three universities (63 per cent), 3.5 per cent are registered in the National Polytechnic Institute (INP), 3.6 per cent in other engineering schools.

1.3.2 *Creative and knowledge workers*

❖ *The predominance of knowledge intensive sectors*

Table 1.1 - Overview of working population in creative and knowledge-intensive sectors in the UAT (1999)

| Sectors of activity based on NACE rev.1 | Per cent of working population |
|--|--------------------------------|
| 1. Creative industries | 6.2 |
| Advertising | 0.4 |
| Architecture and engineering activities | 1.7 |
| Arts/antiques trade | 0.3 |
| Crafts | - |
| Design | - |
| Designer fashion | 0.6 |
| Video, film, music and photography | 1.1 |
| Music and the visual and performing arts | 0.7 |
| Publishing | 0.5 |
| Computer games, software, electronic publishing | 0.8 |
| Radio and TV | 0.1 |
| 2. Information Communication Technology (adapted from OECD definition) | 5.0 |
| 3. Finances | 2.4 |
| 4. Law and other business services | 4.6 |
| 5. R&D and higher education | 3.9 |
| TOTAL | 22.1 |

Source: INSEE, RGP 99

The economic profile of Toulouse is the one of a knowledge-intensive technopolis. According to the 1999 national census¹⁴, the distribution of working population according to creative and knowledge-intensive sectors based on the British classification shows the importance of ICT (5 per cent), law and other business services (4.6 per cent) and R&D and higher education (3.9 per cent) (Table 1.1). ICT manufacturing and ICT services had approximately the same share of working population in 1999.

❖ *Creative industries*

Creative industries represent 6.2 per cent of the working population in the UAT in 1999: architecture represents 1.7 per cent, followed by video, film, music and photography (1.1 per cent). Other sectors account for less than 1 per cent of the working population. In terms of metropolitan employment art (artists and art craft) amounts to 5.1 per cent of higher employment. The NACE category 1 as available in France does not provide data on craft and design. Regarding the sector 'Arts/Antique trade' it is included in the sections 524 and 525 of NACE rev.1. As no sub-categories were available the data provided in the table below include arts/antique trades as well as other retail sales of second-hand goods.

The most significant creative sectors in terms of total volume employees in 2004 are architecture and computer game, software, electronic publishing (Table 1.2). The importance of architecture is due to the engineering activities and related technical consultancy, not to the architectural activities: in 2004 the number of employees in the engineering and technical consultancy was about tenfold the number of employees in architecture. This is important to point out for the comparison between cities. When looking at the fastest growing creative sectors over the period 1991-2004 they include art/antique trades and architecture, knowing that the former is largely over-estimated (see above).

One has to point out that the share of cultural sectors and cultural occupations remains modest in France compared to other European countries¹⁵ although financial support from the central State and the communes has arisen since the 1980s. Île-de-France region and Paris still contains the largest share of cultural employment and firms. In addition, there is no connection in Toulouse between art creation and manufacturing as the case in Lyon in the fields of textile and design. Toulouse also laid behind other cities in France of similar size in terms of cultural facilities and cultural policies. However major changes have occurred in the field of culture since the year 2000. The municipality of Toulouse and the suburban communes have engaged in a strategy based on the creation of large-scale cultural facilities and the initiation of festivals (see Peyroux, Eckert, Thouzellier (eds), 2007).

¹⁴ The 1999 census is the last one in France making a census of the whole population at the same time. Until 1999 national census were conducted on this basis every eight or nine years. Since 2004 the census of the resident population in France is made on a yearly basis but all inhabitants are not numbered and surveyed the same year. Communes with less than 10,000 inhabitants are conducting an exhaustive census survey every five years (one fifth of the communes belonging to this category make this census every year). Communes with 10,000 inhabitants or more make a poll every year on a sample of about eight per cent of their population.

¹⁵ With about 434,000 persons employed in cultural sectors (by INSEE standards), or 2.1 per cent of total employment, France is situated below the 2.5 per cent EU average (Greffé, 2006), but the employment is on the rise.

❖ *Private employment*

The second set of data illustrating the specificity of the local economy includes the growth of the number of establishments and the volume of employees in the private sector over a ten-year period (1994-2004) compiled by the UNEDIC (*Union nationale interprofessionnelle pour l'emploi dans l'industrie et le commerce*, Inter-Professional National Union for Employment in Manufacturing and Commerce) (Table 1.2)¹⁶. The 2004 data are the most recent data available. As the UNEDIC does not provide data on public institutions figures do not reflect the importance of the sector of R&D and higher education. In Toulouse almost all higher education institutions are public ones (including universities and engineering schools) and a large share of researchers or personnel employed in R&D belongs to public institutions.

Law and other business services and ITC figure among the most important knowledge-intensive sectors in terms of total volume employees. As already noted, ITC and law and other business services are among the fastest growing knowledge intensive sectors. The most significant creative sectors in terms of total volume employees in 2004 are architecture and computer game, software, electronic publishing (Table 1.2). The importance of architecture is due to the *engineering activities and related technical consultancy*, not to the architectural activities: in 2004 the number of employees in the engineering and technical consultancy was about tenfold the number of employees in architecture. This is important to point out for the comparison between cities. When looking at the fastest growing creative sectors over the period 1991-2004 they include art/antique trades and architecture, knowing that the former is largely over-estimated (see above).

Table 1.2 - Ordering of sectors according to the total volume of employment and the growth over the period 1994-2004

| The most significant sectors in terms of total volume of employees in 2004 | The fastest growing sectors over the period 1991-2004 |
|---|--|
| Creative industries | Creative industries: |
| Architecture and engineering activities | Art/antique trades |
| Computer games, software, electronic publishing | Architecture and engineering activities |
| Advertising | Radio and TV |
| Publishing | Computer games, software, electronic publishing |
| Art/antique trade | Film, video, music and photography |
| Knowledge-intensive industries | Knowledge-intensive industries |
| Law and other business services | ITC |
| ITC | Law and other business services |
| Finances | R&D and higher education |
| R&D and higher education | Finances |

Source: UNEDIC

¹⁶ UNEDIC only includes establishments from the manufacturing and commercial private sector that employ at least one employee on the basis of a working contract. UNEDIC therefore only provides data on private salaried staff. Data do not include intermittent workers in the sectors of cinema, audiovisual and visual and performing arts as well as State employees under a secondment arrangement in the private sector. They do not include self-employed and independent workers. The UNEDIC does not provide data on craft and design. Figures about Art/antiques trades should be taken with precaution as the classification of data does not have a specific line of data for art and antique trades. They are included in two larger sub-categories: 'Other retail sale of new goods in specialised stores' and 'Retail sales of second-hand goods in store'. This creative sector is therefore over-estimated.

❖ *The importance of knowledge-intensive occupations*

The main creative and knowledge-intensive occupations reflect the socio-economic profile of the technopole: they are related to technical and engineering work as well as education and research. Occupations related to ICT are dominant (Table 1.3). Data on occupation held at the INSEE (national statistical institute) for the UAT is based on the ISCO-88 and this only enables a partial fit with the SOC (Standard Occupation Classification) codes available in some other countries. The total share of creative occupations should be taken cautiously when comparing with other European case studies as not all creative occupations based on the SOC guidelines could be identified.

Table 1.3 – The most important creative and knowledge-intensive occupations in the UAT based on the correspondence with ISCO-88 (1999)

| ISCO codes | Occupations | Number of employed persons | Share of total working population |
|------------|---|----------------------------|-----------------------------------|
| 311 | Physical and engineering science technicians | 19,189 | 4.8 |
| 214 | Architects, engineers and related professionals | 14,755 | 3.7 |
| 213 | Computing professionals | 7,553 | 1.9 |
| 231 | College, university and higher education teaching professionals | 4,659 | 1.2 |
| 200 | Intellectual and scientific occupations (others) | 3,886 | 1.0 |
| 312 | Computer associate professionals | 4,099 | 1.0 |
| | <i>Other creative and knowledge – intensive occupations</i> | 24,952 | 6.2 |
| | TOTAL | 66,885 | 16.7 |

Source: INSEE National Census, 1999

When considering the concept of ‘creative class’ such as developed by Richard Florida Toulouse appears to have a large share of the ‘Super creative core’, which includes a new class of scientists and engineers, university professors, etc. whose economic function is to create new ideas, new technologies and or new creative content.

2 METHODOLOGY

2.1 Questionnaire development

The questionnaire was developed and led by members in the Dublin team. The creation of the questionnaire entailed a number of different steps which involved collaboration both within the team as well as with members from the entire ACRE project. Below is an outline of the different steps followed in the formulation of the questionnaire, from its conception to the final version.

2.1.1 *Developing the questionnaire*

The objective of this particular section of the project and, more specifically, of the questionnaire, was to understand the drivers behind the decisions of higher educated graduates and workers in creative and knowledge-intensive industries to find a job at a specific location in the region. A second and interrelated objective was to explore the role that both hard and soft factors play in workers and graduates decision to live in a particular location in the region, as indicated on guidelines and descriptions provided in the ACRE proposal.

With these general objectives in mind the questionnaire was divided into 4 categories:

- ❖ Satisfaction with the city: One of the key arguments in the debate on knowledge and creative cities, is that what are termed ‘soft factors’ are increasingly important in both the location decisions of firms/organisations as well as individual workers. In particular, it is argued that workers in the creative sector place a high value on what are termed ‘soft factors’, by which is meant for example the atmosphere of a city, the variety of attractions and interests that are to be found there. The idea behind the creation of this section of the questionnaire was to find out how satisfaction of workers and graduates were with different aspects of the city. In developing this section, it was intended to achieve an overall evaluation of the city.
- ❖ Satisfaction with job and work environment: In the knowledge economy, and in particular in the creative economy, there is a suggestion that the work-life of the knowledge worker is more flexible, creative and interesting than other types of jobs. This sought to address issues of satisfaction with respect to the respondents jobs and general work environment.
- ❖ Satisfaction with neighbourhood/area and dwelling: Although a persona can be generally satisfied with the city in which they live, this satisfaction does not necessarily translate into other spheres of their life. Given that neighbourhood in which people live is a central element to people’s satisfaction, the Dublin team

thought it would be pertinent to address issues of neighbourhood and, more concretely, dwelling satisfaction.

- ❖ Section D Background data: Background information is essential in any questionnaire, as it is what provides a basis for the analysis.

The formulation of many of the questions required drawing from current research on, for example, life satisfaction and quality of life issues. Upon completion of this task, the Dublin team met to share/discuss the questions produced and think about possible omissions. Through a deliberative process the Dublin team began by identifying and discarding overlapping questions. Once the overlaps were addressed, the challenge was to identify gaps in each section.

The Dublin team piloted the questionnaire (sample of 12) locally and made adjustments from the feedback. Once the pilot questionnaire was implemented, a number of problems were identified with the exiting draft. The postdoctoral researcher, who conducted the pilot test, shared the experience and addressed some of the existing problems of the questionnaire to the entire Dublin team. The team agreed that substantive revisions of some sections of the questionnaire had to be made and some questions had to be rephrased. As soon as the post-pilot editing was completed, the Dublin team met once again and went through the entire questionnaire to make sure it was substantively, grammatically and linguistically precise.

2.1.2 Distributing the draft questionnaire

Upon completion of the first draft, the entire questionnaire was sent to the management team (Amsterdam). The questionnaire was then returned to the Dublin team with some minor comments and suggestions. Changes and edits were made accordingly. At this point, the questionnaire was ready for distribution with all the teams. During the project meeting in March 2007 (Sofia), the Dublin team gave a general introduction to the rationale behind the structure and logistics of the questionnaire. In addition to the presentation, each of the 12 teams was given a copy of the first draft of the questionnaire. After the presentation, each team was given a space to discuss, suggest and provide constructive comments on the existing draft of the questionnaire. After this general 'questions-answers' session in the conference room, a consensus was reached over how to proceed with the existing structure of the questionnaire: each team was to provide comments and suggestions on how to change the questionnaire to fit the broad objectives of the research as well as to account for the particularities of their individual case study. The teams had just over one month to provide comments.

2.1.3 Feedback and revisor

One the agreed deadline was reached, the Dublin team met to discuss the received suggestions. Some of the suggestions were relatively straightforward and required minor editing's. Others suggestions, however, required extensive thought and, in some cases, major substantive revisions. In the majority of cases, the suggestions and recommendations from the

various teams were incorporated to the questionnaire. This, however, extended the size of the questionnaire significantly (more than double the original size), and we were thus faced with a problem of size/length of time per interview. After the recommendations were added to the questionnaire, a first draft was sent to the coordinating team in Amsterdam. The questionnaire was then fully revised and significantly reduced in size by then approved by the coordinator and the coordination team. The Dublin team was asked to ensure that the teams restrain from changing elements of the questionnaire, as it would make future comparisons difficult.

2.1.4 Posting online – extranet

Once the coordination team fully revised the questionnaire, the Dublin team edited the questionnaire in accordance to the recommendations made and posted it on the extranet. This was done in May 2007. However, two months after the questionnaire had been posted one of the teams noticed a potential minor problem with one of the questions (question A2). The team raised the issue with the coordination team, who then asked the Dublin team to change question in accordance to the suggestion made. Once this suggestion was incorporated, the new version of the questionnaire was posted online (extranet) on July, 2007.

Link to the questionnaire:

http://www2.fmg.uva.nl/acre/results/documents/WP5_questionnaireToulouse.pdf

2.2 Sampling

2.2.1 Sampling process

The sampling process consisted of the following stages:

- The target population as well as the number of persons to be interviewed were defined during the previous phase of the ACRE programme (Peyroux, Laumière, Desbordes, Zuliani, Siino, 2007). It includes 50 graduates (25 from universities/polytechnic graduates and 25 from art/media schools) and 150 high skilled workers from the UAT in 8 creative and knowledge intensive sectors of activity previously agreed upon (75 workers from the creative sectors and 75 from the knowledge intensive sectors, see Table 2.2).
- The sampling frame used in Toulouse to identify the persons to be interviewed included:
 - a. For the workers: a database on companies provided by the INSEE and based on the national repertoire SIRENE (*Système Informatique pour le Répertoire des Entreprises et de leurs Établissements*/Computer System for the Repertoire of Companies). This database includes all registered companies and provides detailed data such as the sector of activity of the company, the date of creation, the number of employees, the localisation, etc.
 - b. For the graduates: we established a list of the higher education institutions in Toulouse including the volume of students for each of them. Following the

guidelines of the WP4.11 (Peyroux, Laumière, Desbordes, Zuliani, Siino, 2007), we selected the most important universities and specialised engineering or art and cultural schools in Toulouse and took into consideration the variety of disciplines that was indicated (Table 2.1).

Table 2.1 – The sample of graduates

| | | Number | Per cent |
|---|--------------------------|--------|----------|
| Knowledge: University Polytechnic | Engineering | 9 | 18.0 |
| | Administration / Trade | 10 | 20.0 |
| | Social sciences | 6 | 12.0 |
| Creative: Art Media | Video Photo | 8 | 16.0 |
| | Fashion/Art/Architecture | 10 | 20.0 |
| | Literature/Entertainment | 7 | 14.0 |
| TOTAL | | 50 | 100.0 |

- The sampling method used for the selection of the employees was based on the stratification of the companies according to the criteria indicated in the guidelines (see 2.1.2).
 - Firstly, companies were listed according to their sector of activity.
 - Secondly, an analysis of the distribution of the companies according to the localisation, size, date of creation and number of employees was made in order to identify the main types of companies within each sector.
 - Thirdly, a list of companies was established in each sector reflecting the main types and taking into consideration the selected criteria. Within each of the 8 sectors, 2 or 3 companies were selected on a random basis for the survey.
 - In each of the selected companies it was decided to interview 10 to 25 employees depending on the importance of the sector.
 - The selection of the graduates was made among the main universities and schools using alumni networks. Persons in charge of the networks were contacted and ask to identify graduates that fit the required criteria (see 2.1.2).

Table 2.2 – Distribution of the sample of workers per sectors and branches

| | | Nb | Per cent |
|--------------------------------|---|-----|----------|
| Knowledge intensive industries | Sectors (NAF/NACE classification) | | |
| | Finances (65) | 28 | 18.7 |
| | Law and other business services (741) | 24 | 16.0 |
| | Research and Development (73) | 15 | 10.0 |
| Creative industries | Higher education (803) | 8 | 5.3 |
| | Computer games, software, electronic publishing (722) | 27 | 18.0 |
| | Advertising (744) | 24 | 16.0 |
| | Video Film Music and Photography (921) | 13 | 8.7 |
| | Radio and TV (922) | 11 | 7.3 |
| TOTAL | | 150 | 100.0 |

2.2.2 Selection criteria

According to the WP4.11 guidelines (Peyroux, Laumière, Desbordes, Zuliani, Siino, 2007) the criteria for selecting the companies were the following ones:

- different locations should be included (center, inner suburban ring, outer suburban ring),
- employees from large and small companies should be included,
- new and old firms,
- interviewees should be highly educated (bachelor degree or higher),
- gender and ethnicity should be considered

Regarding the *localisation* we use three spatial categories relevant in the UAT: Toulouse or the central city; the first ring, and the suburban ring.

Table 2.3 – Localisation of the selected companies

| Localisation | Number | Per cent |
|-----------------------|--------|----------|
| Toulouse/central city | 103 | 68.7 |
| First ring | 41 | 27.3 |
| Suburban ring | 6 | 4.0 |
| TOTAL | 150 | 100.0 |

Four *size categories* were established based on the EU standards and the ACRE requirements (http://ec.europa.eu/enterprise/enterprise_policy/sme_definition/index_fr.htm):

- micro-companies: under 10 employees
- small: under 50 employees
- middle size: less than 250 employees
- large: more than 250 employees

Table 2.4 – Distribution of the companies selected by size

| Size | Number | Per cent |
|-------------------------|--------|----------|
| Micro (<10 employees) | 46 | 31.5 |
| Small (<50 employees) | 39 | 26.7 |
| Middle (<250 employees) | 23 | 15.8 |
| Large (>250 employees) | 38 | 26.0 |
| TOTAL | 146 | 100.0 |
| Missing | 4 | |
| TOTAL | 150 | |

Categories regarding the *date of creation* of the companies included the following ones:

- less than 3 years
- 3 to 5 years
- 6 to 10 years
- more than 10 years

When contacting the companies the criteria of *high education* was indicated to identify the persons to be interviewed.

Regarding the selection criteria for the graduates we also follow the guidelines that indicated:

- the 'largest and the most important' educational units providing the highest education should be surveyed,
- disciplines selected should include at least: humanities, social sciences (economics) and sciences,
- they should be graduated 5 to 10 years ago and their age should be between 30-45 years ago.

2.3 Application of questionnaire

The survey was conducted by a team of five graduates in Geography and Town Planning from the University of Toulouse 2-Le Mirail¹, one of them acting as a 'coordinator' and liaising with the ACRE postdoc. The 200 questionnaires were equally shared among the five graduates, each of them taking in charge a particular sector of activity and a specific subset of companies.

The main technique used was a combination of self-completion questionnaire and face-to-face interview except for a number of questionnaires that were emailed to the employees at the end of the survey period and sent back electronically due to time constraints. Some interviewees also insisted on getting and sending back the questionnaire through Internet.

The 'coordinator' would usually make the first phone call to the company, in order to get in touch with a resource person and get the contact information of employees that would fit the requirements in terms of occupation. Then the interviewer would contact the employees and come to deliver the questionnaire at their working place. The interviewee would get time to fill in the questionnaire on his own except the open questions. It was felt that many questions, in particular the questions with ranking offering many alternatives, were too long and not appropriate for a face to face interview. Another appointment was made for checking in the document face-to-face with the employees and collect the answers to the open questions. This allowed our interviewers to avoid misunderstanding and to collect some extra answers and comments.

Table 2.5 – Methods used for the survey

| Type of method | Number of questionnaires concerned |
|----------------|------------------------------------|
| Face to face | 115 |
| Internet | 78 |
| Surface mail | 5 |
| Telephone | 2 |
| TOTAL | 200 |

¹ Main survey investigators: J.-B. Bahers, M. Masson, A.-C. Rosenblatt. Supervision: S. Balti

The survey was scheduled between the 1st of July and the 31st of August 2007. Actually the interviewers encountered many difficulties due to the summer holidays: many workers were on vacation; the rest of them were so few in the firms that our identified respondents pledged that they hadn't spare time for filling in the questionnaire. At the beginning of September, although a satisfactory number of questionnaires were delivered during the summer in a number of enterprises, we had to notice that very few of them had been filled in. In many cases the interviewers had to call again and re-start the interview process.

They were therefore asked to work one extra month and only finished their work late September. It was precisely at that time that we decided to accept filled-in questionnaires sent through Internet to complete the survey on due time.

Generally speaking, the survey was rather difficult to conduct compared to many other surveys we had conducted in the past. The interviewees were not particularly willing to fill in the questionnaire. Target groups were generally not difficult to identify, but our interviewers experienced many problems during the contact phase to get the contact information of the employees and then arrange an appointment with them. The respondents were generally slow in their reaction: their willingness to make a new appointment with the interviewer for returning the questionnaire was generally low. Some of them were even critical against the questionnaire content (too long... too complicated).

3 DESCRIPTIVE STATISTICS

Following the procedure suggested by the ACRE coordinators, this part describes the demographic structure of the sample and presents the basic residential and employment features of the surveyed population.

Before we start with the data presentation, some methodology elements need to be briefly summarised. First of all the whole sample (ie. 200 individuals) has been considered in this part except for the level of education calculated on the population of 150 workers. Basic employment features and tables about the distinction between creative and knowledge intensive industries also consider the workers sample only.

Then, in order to obtain optimal class sizes and significant results in the correlation tests, we also have applied a coding process for some of the values proposed in the questionnaire.

Satisfaction

The answers ‘very satisfied’ and ‘satisfied’ have been both coded as ‘rather satisfied’, and the answers ‘dissatisfied’ and ‘very dissatisfied’ as ‘rather dissatisfied’. ‘Neither’ and ‘no opinion’ data have not been recoded.

The same logic applies for questions that offer more than 5 possible answers, like worry (very/not at all), rate (good/poor), importance (very/not important), etc.

Age

For the cross-table analyses including the age variable, three age classes have been created from the initial database that included seven ranges starting with the 15-24 years olds. We then have the 15-34, the 35-54 and a third category composed of people over 55.

Household type

Question about the description of one’s household offered ten possible answers that become four in our recoding process. We have chosen to isolate one person households, couples, people with children (whatever their living status: couple, lone father or mother etc.) and the ‘other’ category which gathers the last three answers (see complete data in section ‘basic residential features’).

Income

The threshold of 3 000 euros monthly after tax as a first class of individuals with lowest incomes can be discussed. We should anyway address this data carefully as the French questionnaire asked about the household’s income. This means that except for people living alone, this revenue rather refers to a couple’s household.

Place of residence

Answers coded 1 and 2 have been gathered into a unique ‘city center’ category to describe the population living in the city center or just beyond. Answers 4 and 5 form a common group of people living somewhere in metropolitan area (small or large village). Answer 3 ‘rest of the city’ (including outskirts) corresponds to an intermediary position between center and periphery inside the UAT and has remained unchanged in the recoding process.

Hours worked

A first class has been created with the first three possible answers, giving a group of people working less than 42 hours per week. Then we have gathered people working 43 to 55 hours per week as well as those working 55 hours and more into a second class of people working more than 43 hours. This corresponds in France to workers for which the 35 hours per week law cannot be applied regarding their position in the company (managers especially) or their type of job. At last, the answer ‘varies ever week’ and ‘don’t know’ form a third type of workers with irregular schedules and periods of employment.

3.1 Demographic structure of the sample

This part describes the demographic features of the surveyed population. Although the sample is not a representative one, we try to put the results into perspective with the Urban Agglomeration of Toulouse (UAT) figures.

3.1.1 Gender

Considering all the sectors of activity, 89 women for 100 men are working in the UAT. This rate of female activity is very high and just behind the one of Paris and Lyon.

According to UNEDIC sources for the UAT, the creative sectors employ 8,024 workers among which 62 per cent are occupied by men and 38 per cent by women. In our surveyed population the repartition between men and women is less unequal.

Table 3.1 – Gender in the sample

| Gender | Number | Per cent |
|---------|--------|----------|
| Male | 107 | 53.8 |
| Female | 92 | 46.2 |
| TOTAL | 199 | 100.0 |
| Missing | 1 | |
| TOTAL | 200 | |

If we consider the two main sectors of the study (Table 3.2), women actually work in a much larger proportion than men in the knowledge intensive industries. The higher proportion of male population in the creative industries might be due to the already mentioned issue of

sectors definition and to the classification of computer activities (NACE 722) in the creative workers group.

Table 3.2 – Gender and main sector

| Sectors | Male | | Female | |
|--------------------------------|--------|-------------|--------|-------------|
| | Number | Per cent | Number | Per cent |
| Creative industries | 49 | 61.3 | 25 | 36.2 |
| Knowledge intensive industries | 31 | 38.8 | 44 | 63.8 |
| Together | 80 | 53.7 | 69 | 46.3 |

*Chi2: ** 0.002*

If we observe the repartition in each of the selected sectors (Table 3.3), we can state that men are better represented in sector 722, ie. computer games, software, electronic publishing (23.8 per cent for 11.6 per cent) and also in sectors 921 and 922 ie. Video, Radio and TV (18.8 for 11.5 per cent).

Table 3.3 – Gender and detailed sectors of activity

| Sectors (NACE Code) | Male | | Female | | Together | |
|---|--------|----------|--------|----------|----------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Finances (65) | 13 | 16.3 | 15 | 21.7 | 28 | 18.8 |
| Research and Development (73) | 4 | 5.0 | 11 | 15.9 | 15 | 10.1 |
| Computer games, software, electronic publishing (722) | 19 | 23.8 | 8 | 11.6 | 27 | 18.1 |
| Law and other business services (741) | 11 | 13.8 | 13 | 18.8 | 24 | 16.1 |
| Advertising (744) | 15 | 18.8 | 9 | 13.0 | 24 | 16.1 |
| Higher education (803) | 3 | 3.8 | 5 | 7.2 | 8 | 5.4 |
| Video Film Music and Photography (921) | 8 | 10.0 | 5 | 7.2 | 13 | 8.7 |
| Radio and TV (922) | 7 | 8.8 | 3 | 4.3 | 10 | 6.7 |
| TOTAL | 80 | 100.0 | 69 | 100.0 | 149 | 100.0 |

Chi2: ns (0.114)

3.1.2 Age range of the sample

Inside the French Greater South West region, which is rather ageing, the UAT appears to be young as one third of the population is between 20 and 40 years old.

In the survey, over 70 per cent of the respondents are between 25 and 44 years old. The rest of the sample splits up into 22 per cent of the interviewees aged over 45 and 5 per cent under 24.

No significant relation can be established regarding the age of the creative and the knowledge workers. We can however state that there is a slightly higher proportion of people aged 35 and older (58 per cent) in the creative workers group than in the knowledge workers group (50.7 per cent).

Table 3.4 – Age range of the sample

| Age range | Number | Per cent |
|--------------------|--------|----------|
| Under 24 years old | 11 | 5.5 |
| 25-34 | 76 | 38.0 |
| 35-44 | 65 | 32.5 |
| 45-54 | 28 | 14.0 |
| 55-64 | 15 | 7.5 |
| 65-78 | 1 | 0.5 |
| Refuse to answer | 4 | 2.0 |
| TOTAL | 200 | 100.0 |

3.1.3 Households structure

As shown in Table 3.5, a majority of the sample (71 per cent) is composed of small households with one to three persons in the dwelling.

Table 3.5 – Size of the households

| Size | Number | Per cent |
|-----------|--------|----------|
| 1 | 39 | 19.5 |
| 2 | 65 | 32.5 |
| 3 | 38 | 19.0 |
| 4 | 47 | 23.5 |
| 5 | 9 | 4.5 |
| 6 or more | 2 | 1.0 |
| TOTAL | 200 | 100.0 |

According to Table 3.6, our sample of workers and graduates is mainly composed of couples with children (47 per cent) that may have some special expectations regarding the urban environment. Table 3.7 confirms that families in search of space are more likely to live outside the commune of Toulouse.

The lone households are only 19 per cent, which is lower than the proportion of one-person households in the commune of Toulouse (50 per cent) but close to the rate found in the rest of the UAT (20 per cent). In the whole UAT, the lone fathers or mothers represent 13.1 per cent of all the families (2 per cent in our sample) whereas half of the couples don't have any children (one fourth of the sample).

Table 3.6 – Type of households

| Households | Number | Per cent |
|--|--------|-------------|
| One person | 38 | 19.0 |
| Husband & Wife/cohabiting | 51 | 25.5 |
| Husband & Wife (or cohabiting couple) with children | 94 | 47.0 |
| Lone father/mother and child | 4 | 2.0 |
| Non-family household with related or non-related persons | 6 | 3.0 |
| Other | 7 | 3.5 |
| TOTAL | 200 | 100.0 |

Table 3.7 – Households structure and location in the UAT

| House location Households structure | Toulouse | | Elsewhere in the UAT | | Total | |
|--|----------|----------|----------------------|-------------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| One person | 27 | 27.3 | 11 | 11.0 | 38 | 19.1 |
| Couple | 28 | 28.3 | 21 | 21.0 | 49 | 24.6 |
| Household with children | 35 | 35.4 | 62 | 62.0 | 97 | 48.7 |
| Other | 9 | 9.1 | 6 | 6.0 | 15 | 7.5 |
| TOTAL | 99 | 100.0 | 100 | 100.0 | 199 | 100.0 |

*Chi2: *** 0.001*

No statistically significant difference can be found regarding the type of household and the type of sector where respondents are working in. We find a nearly equal repartition of creative and knowledge workers between one person households (around 18 per cent), couples (27 per cent), households with children (47 per cent) and other (8 per cent).

3.1.4 Place of birth and nationality

The local origin of the workers and graduates of the sample is really important. Nearly one third of the respondents are born in the Midi-Pyrénées region. If we include the adjacent regions (Languedoc Roussillon, Aquitaine, Limousin, Auvergne), we can notice that almost half of the sample is born in the Greater South-West of France.

The proportion of people born outside Midi-Pyrénées decreases with the distance to the region, except Île-de-France where 16.7 per cent of the respondents are born. The interviewees born in a foreign country are quite few (8.1 per cent).

Table 3.8 – Place of birth of the respondents

| | Number | Per cent |
|----------------------|--------|----------|
| Midi-Pyrénées | 64 | 32.3 |
| Adjacent regions | 32 | 16.2 |
| South-East of France | 14 | 7.1 |
| West of France | 10 | 5.1 |
| Île-de-France | 33 | 16.7 |
| Rest of Paris Basin | 14 | 7.1 |
| North-East of France | 8 | 4.0 |
| North of France | 7 | 3.5 |
| Foreign country | 16 | 8.1 |
| TOTAL | 198 | 100.0 |
| Missing | 2 | |
| TOTAL | 200 | |

Table 3.9 – Nationality of the surveyed people

| Nationality | Number | Per cent |
|-------------|--------|----------|
| French | 193 | 96.5 |
| Foreigners | 7 | 3.5 |
| TOTAL | 200 | 100.0 |

The number of people with foreign nationality (7 foreigners for 193 French) is too small in our sample to get any statistically significant results on different questions that would have been interesting to address regarding the hypotheses of the studies. For instance we are not able to tell much about the opinion of workers and graduates on the welcoming nature of the city according to their nationality or their place of birth.

3.1.5 Education level

Interviewees with a master degree represent over 48 per cent of the sample. Including PhD, about 55 per cent of the sample has studied at least four years after the A-Level.

Table 3.10 – Education level of the workers (D5)

| | Number | Per cent |
|----------|--------|----------|
| A-Level | 16 | 10.7 |
| Bachelor | 50 | 33.6 |
| Master1 | 16 | 10.7 |
| Master2 | 56 | 37.6 |
| PhD | 11 | 7.4 |
| TOTAL | 149 | 100.0 |
| Missing | 1 | |
| TOTAL | 150 | |

Next table shows that the general level of education is on the whole lower for the creative workers than for the knowledge intensive industries workers. An important difference appears with the proportion of Polytechnic or Bachelor graduated which reaches nearly 57 per cent in the creative group for 32 per cent in the knowledge workers group.

Table 3.11 – Education level (D4) and sector

| Education level | Creative industries | | Knowledge intensive industries | | All workers | |
|--------------------------------|---------------------|----------|--------------------------------|----------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Polytechnic or Bachelor degree | 42 | 56.8 | 24 | 32.0 | 66 | 44.3 |
| Masters degree | 29 | 39.2 | 43 | 57.3 | 72 | 48.3 |
| PhD or licenciante | 3 | 4.1 | 8 | 10.7 | 11 | 7.4 |
| TOTAL | 74 | 100.0 | 75 | 100.0 | 149 | 100.0 |

*Chi2: ** (.007)*

3.2 Basic residential features

3.2.1 Place of residence

The UAT has a population of 1,05 million inhabitants (estimation 2004) and the municipal area counts 427,000 inhabitants. That means that 40.6 per cent of the UAT population live in the city itself. The workers and graduates sample has been selected according to their workplace, so we can just notice that more than half of them (56.3 per cent) is living in Toulouse and most of them not farther than the first ring (86 per cent). It might be linked to the fact that most of the companies are located inside or close to the city of Toulouse. A smaller part chose (or had to) live farther (14 per cent).

Table 3.12 – Place of residence of the sample

| | Number | Per cent |
|-------------|--------|----------|
| Toulouse | 108 | 56.3 |
| First ring | 57 | 29.7 |
| Outskirts | 22 | 11.5 |
| Outside UAT | 5 | 2.6 |
| TOTAL | 192 | 100.0 |
| Missing | 8 | |
| TOTAL | 200 | |

The following table shows that nearly 60 per cent of the interviewees consider they live in the city of Toulouse, but only 18.5 per cent declare they live in the city centre. Among 40 per cent of people living in the periphery of Toulouse, a majority qualifies its place of living as a village or a small town in the metropolitan area.

Table 3.13 – What area do you live in

| | Number | Per cent |
|--|--------|----------|
| City Centre | 37 | 18.5 |
| Rest of the core city | 62 | 31.0 |
| Rest of city including the outskirts | 20 | 10.0 |
| Village or small town in metropolitan area | 57 | 28.5 |
| Medium or large town in metropolitan area | 23 | 11.5 |
| Don't know | 1 | 0.5 |
| TOTAL | 200 | 100.0 |

Creative and knowledge workers spread out equally, about 50 per cent of each category living in Toulouse, around 34 per cent in the first ring and more or less 12 per cent in the outskirts. Only three knowledge workers (4 per cent) and none of the creative workers are located outside the UAT.

3.2.2 *Dwelling status*

The majority (51.3 per cent) of the surveyed population owns its dwelling (with or without mortgage). This distribution is close to the situation of the UAT, where 45 per cent of the inhabitants are tenants and 55 per cent are owners. Considering the city center, the rate of tenants is higher as it amounts to 70 per cent.

Table 3.14 – Dwelling status of the surveyed population

| Dwelling status | Number | Per cent |
|-----------------|--------|----------|
| Owner | 102 | 51.3 |
| Tenant | 85 | 42.7 |
| Other | 12 | 6.0 |
| TOTAL | 199 | 100.0 |
| Missing | 1 | |
| TOTAL | 200 | |

3.2.3 *Time lived in the city*

Next table shows that over half of the interviewees (52.6 per cent) has been living in the metropolitan area of Toulouse for more than ten years. This tends to show a kind of sedentarity of the people surveyed. On the other hand, one can consider that the rate of 47.4 per cent of interviewees living in the city for less than 10 years is high regarding the figures of the population renewal in the UAT. The last national census (1999) mentioned indeed that a quarter of the population of the UAT was not there at the time of the former census (1990), ie. 23.5 per cent of the respondents were 'new tolosan people'.

Table 3.15 – Time lived in the city

| Time lived in the city | Number | Per cent |
|-------------------------|--------|----------|
| Less than one year | 6 | 3.1 |
| Between one and 2 years | 11 | 5.6 |
| Between 2 and 5 years | 35 | 17.9 |
| Between 5 and 10 years | 41 | 20.9 |
| More than 10 years | 103 | 52.6 |
| TOTAL | 196 | 100.0 |
| Missing | 4 | |
| TOTAL | 200 | |

3.2.4 *Prior place of residence*

Next table tends to confirm the previous observation, as 65 per cent of the sample has its prior place of residence inside the Midi-Pyrénées region.

One can notice that only 6 per cent of the interviewees have lived in a foreign country before moving in the UAT. This appears to be weak regarding Florida's assumption of a mobile creative class in the global economy context.

Table 3.16 – Prior place of residence

| | Number | Per cent |
|---------------------------------|--------|----------|
| Never moved | 17 | 8.6 |
| In city but other neighbourhood | 89 | 45.2 |
| Another city in region | 22 | 11.2 |
| Another city in country | 57 | 28.9 |
| Outside country | 7 | 3.6 |
| Outside Europe | 5 | 2.5 |
| TOTAL | 197 | 100 |
| Missing | 3 | |
| TOTAL | 200 | |

According to Table 3.17, creative workers come more often from the Midi-Pyrénées region (66 per cent) than knowledge workers (54 per cent). The proportion of people coming from another place in France is equivalent for both categories. Knowledge workers seem to be more mobile according to the figure of 13.7 per cent of people who have spent some times in another country before moving to their current address.

Table 3.17 – Prior place of residence and sector

| Prior place of living | Creative industries | | Knowledge intensive industries | | All workers | |
|-----------------------------|---------------------|-------------|--------------------------------|-------------|-------------|-------------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| In the Midi Pyrénées region | 49 | 66.2 | 40 | 54.8 | 89 | 60.5 |
| Another place in France | 24 | 32.4 | 23 | 31.5 | 47 | 32.0 |
| Outside France | 1 | 1.4 | 10 | 13.7 | 11 | 7.5 |
| TOTAL | 74 | 100.0 | 73 | 100.0 | 147 | 100.0 |

*Chi2: * (.016)*

3.3 Basic employment features

3.3.1 Current employment and contract status

Employment data show that the surveyed population enjoys a professional stability: 86 per cent of the workers are employed in a company and nearly 79 per cent are employed on an unlimited permanent contract (Tables 3.18; 3.19). One has to recall that this might be linked to the way interviewees were selected for the survey. The resource persons from the companies who were in charge of identifying the employees to be interviewed might have chosen to indicate someone working for a long time in the company or someone part of the permanent staff.

Table 3.18 – Current employment status

| | Number | Per cent |
|-------------------------|--------|----------|
| Employed | 129 | 86.0 |
| Self employed/freelance | 21 | 14.0 |
| TOTAL | 150 | 100.0 |

Table 3.19 – Contract status in current job

| Contract status | Number | Per cent |
|--|--------|----------|
| Unlimited permanent contract | 118 | 78.7 |
| On a contract for a specific project | 3 | 2.0 |
| On a fixed term contract for less than 12 months | 1 | 0.7 |
| On a fixed term contract of 12 months or more | 2 | 1.3 |
| On a temporary employment agency contract | 5 | 3.3 |
| Without written contract | 4 | 2.7 |
| Other | 17 | 11.3 |
| TOTAL | 150 | 100.0 |

The following table tends to confirm for our sample the hypothesis of creative workers more assigned to temporary contracts than knowledge workers. Nearly 90 per cent of the knowledge intensive workers benefit from unlimited permanent contracts, whereas only 68 per cent of the creative industries workers are employed with this type of status.

Table 3.20 – Contract status and sector

| Contract status | Creative industries | | Knowledge intensive industries | | All workers | |
|------------------------------|---------------------|----------|--------------------------------|-------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Unlimited permanent contract | 51 | 68.0 | 67 | 89.3 | 118 | 78.7 |
| Other fixed term contract | 24 | 32.0 | 8 | 10.7 | 32 | 21.3 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

*Chi2: *** (.001)*

3.3.2 Expected time in company: knowledge workers more stable in their job than creative workers?

Although the difference is not statistically significant, the higher proportion of knowledge workers intending to remain more than five years in the company (47 per cent) should be stressed (Table 3.21). This might be explained by the type of contracts and the proportion of knowledge workers in the public sector with unlimited permanent contracts (France: Sectors 73 research and 803 Teaching).

Table 3.21 – Expected time in company and sector

| Expected time in company | Creative industries | | Knowledge intensive industries | | All workers | |
|--------------------------|---------------------|----------|--------------------------------|-------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| < 3 years | 15 | 20.8 | 11 | 14.9 | 26 | 17.8 |
| 3 to 5 years | 6 | 8.3 | 6 | 8.1 | 12 | 8.2 |
| > 5 years | 24 | 33.3 | 35 | 47.3 | 59 | 40.4 |
| Don't know | 27 | 37.5 | 22 | 29.7 | 49 | 33.6 |
| TOTAL | 72 | 100.0 | 74 | 100.0 | 146 | 100.0 |

Chi2: ns (0.369)

3.3.3 Income

Nearly half of the surveyed employees (whatever their sector) receive less than 3 000 euros per month after tax (in France for the whole household). Cross-table on the income level and the sector proves quite no difference between the two categories regarding their amount of pay (Table 3.22). A slightly higher proportion of knowledge workers (24 per cent) earns more than 5 000 euros per month (20 per cent for the creative workers).

Table 3.22 – Income level of the households in the sample

| | Number | Per cent |
|-----------------------------|--------|-------------|
| Less than 1000 euros | 6 | 3.0 |
| Between 1000 and 1999 euros | 34 | 17.0 |
| Between 2000 and 2999 euros | 53 | 26.5 |
| Between 3000 and 3999 euros | 32 | 16.0 |
| Between 4000 and 4999 euros | 33 | 16.5 |
| Between 5000-5999 euros | 12 | 6.0 |
| Between 6000 – 7999 euros | 23 | 11.5 |
| 8000 euros and above | 7 | 3.5 |
| TOTAL | 200 | 100.0 |

Table 3.23 – Income level of the households and sector

| Income level of the households | Creative industries | | Knowledge intensive industries | | All workers | |
|--------------------------------|---------------------|----------|--------------------------------|----------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Less than 3000 euros | 37 | 49.3 | 36 | 48.0 | 73 | 48.7 |
| Between 3000 and 5000 euros | 23 | 30.7 | 21 | 28.0 | 44 | 29.3 |
| More than 5000 euros | 15 | 20.0 | 18 | 24.0 | 33 | 22.0 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

Chi2: ns

3.3.4 Occupation

According to Table 3.24 and ISCO classification, 16.5 per cent of the interviewees occupy higher position as managers (Major group 1), 51 per cent are employed as professionals (Major group 2) and one third (32.5 per cent) of the sample occupies associate professional (Major group 3) or clerk (Major group 4) position.

Table 3.24 – Occupation

| ISCO Classification (Two-digits) | Number | Per cent |
|--|--------|----------|
| Corporate manager (12) | 17 | 8.5 |
| General manager (13) | 16 | 8.0 |
| Physical mathematical and engineering science professionals (21) | 43 | 21.5 |
| Life science and health professionals (22) | 1 | 0.5 |
| Teaching professionals (23) | 11 | 5.5 |
| Other professionals (24) | 47 | 23.5 |
| Physical and engineering science associate professionals (31) | 6 | 3.0 |
| Other associate professionals (34) | 36 | 18.0 |
| Office clerks (41) | 8 | 4.0 |
| Customer services clerks (42) | 15 | 7.5 |
| TOTAL | 200 | 100 |

There is a strong correlation between the position occupied in the company and the type of sector (Table 3.25). Several distinctions can be noticed. First of all, surveyed workers of the knowledge intensive industries occupy much more seldom manager position (8 per cent) than creative workers (26.7 per cent). Professional is the position often occupied by knowledge workers (52 per cent). Associate professionals are much more to be found in the creative sector and clerks in the knowledge sector.

Table 3.25 – Type of occupation (ISCO classification) and sector

| Type of occupation | Creative industries | | Knowledge intensive industries | | All workers | |
|---|---------------------|-------------|--------------------------------|-------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Managers (Major Group 1) | 20 | 26.7 | 6 | 8.0 | 26 | 17.3 |
| Professionals (Major Group 2) | 32 | 42.7 | 39 | 52.0 | 71 | 47.3 |
| Associate professionals (Major Group 3) | 22 | 29.3 | 10 | 13.3 | 32 | 21.3 |
| Clerks (Major Group 4) | 1 | 1.3 | 20 | 26.7 | 21 | 14.0 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

*Chi2: *** (.000)*

3.3.5 Income and occupation

Next Table 3.26 highlights a wide range of situations regarding the income level and the position occupied in the company. One interesting result turns on the ‘associate professionals’ and the ‘clerks’ categories. Both are present in quite large proportions (over 60 per cent) in the lowest range of households earning less than 3000 euros per month, but these two classes differentiate themselves in the two higher ranges of income level (3000-5000 euros and over 5000 euros). Clerks are likely to earn higher salary than associate professionals who appear more often in the middle income category. This probably should be related with the sector variable (see above) knowing that associate professionals are more numerous in the creative industries whereas clerks belong more often to knowledge intensive industries.

Table 3.26 – Income & Occupation (ISCO classification)

| | Less than 3000 euros | | Between 3000 and 5000 euros | | More than 5000 euros | | Total | |
|---|----------------------|-------------|-----------------------------|--------|----------------------|-------------|--------|--------|
| | Number | Per c. | Number | Per c. | Number | Per c. | Number | Per c. |
| Managers (Major group 1) | 11 | 33.3 | 11 | 33.3 | 11 | 33.3 | 33 | 100.0 |
| Professionals (Major group 2) | 38 | 37.3 | 39 | 38.2 | 25 | 24.5 | 102 | 100.0 |
| Associate professionals (Major group 3) | 29 | 69.0 | 12 | 28.6 | 1 | 2.4 | 42 | 100.0 |
| Clerks (Major group 4) | 15 | 65.2 | 3 | 13.0 | 5 | 21.7 | 23 | 100.0 |
| TOTAL | 93 | 46.5 | 65 | 32.5 | 42 | 21.0 | 200 | 100.0 |

*Chi2: *** (0.001)*

3.3.6 Size of the company

The highest proportion of creative workers (45 per cent) is employed in companies with less than 10 employees, whereas knowledge workers tend to work in larger organisations. Sectors 803 (Teaching) and 73 (Research) include important institutions such as the CNRS (French National Centre for Scientific Research, over 2 000 employees in the Toulouse area). Sector 65 (Finance) also includes banks with rather large staffs.

On the whole, by gathering micro and small companies on the one hand and middle and large companies on the other hand, about 80 per cent of creative workers are employed in a

company with less than 50 workers. On the contrary, over 63 per cent of knowledge workers work in companies with more than 250 employees.

Table 3.27 – Size of the company and sector

| Size of the company | Creative industries | | Knowledge intensive industries | | All workers | |
|---------------------|---------------------|-------------|--------------------------------|-------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Micro <10 | 34 | 45.3 | 12 | 16.9 | 46 | 31.5 |
| Small <50 | 25 | 33.3 | 14 | 19.7 | 39 | 26.7 |
| Middle <250 | 8 | 10.7 | 15 | 21.1 | 23 | 15.8 |
| Large >250 | 8 | 10.7 | 30 | 42.3 | 38 | 26.0 |
| TOTAL | 75 | 100.0 | 71 | 100.0 | 146 | 100.0 |

*Chi2: *** (.000)*

3.3.7 Hours spent at work

There is no significant difference between creative and knowledge workers regarding the hours worked per week. One can however notice the higher proportion of knowledge workers spending less than 42 hours at their office on the one hand and the higher proportion of creative workers in a more irregular situation (for 13.3 per cent of them, number of hours worked varies according to the week, 8.1 per cent for the knowledge workers).

Table 3.28 - Hours worked and sectors

| Hours worked | Creative industries | | Knowledge intensive industries | | All workers | |
|--------------------|---------------------|-------------|--------------------------------|-------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Less than 42 hours | 38 | 50.7 | 46 | 62.2 | 84 | 56.4 |
| 43 hours and more | 27 | 36.0 | 22 | 29.7 | 49 | 32.9 |
| Varies every week | 10 | 13.3 | 6 | 8.1 | 16 | 10.7 |
| TOTAL | 75 | 100.0 | 74 | 100.0 | 149 | 100.0 |

Chi2: ns (.322)

4 MOBILITY AND REASONS FOR LIVING IN TOULOUSE

This part deals with the mobility of the workers and graduates as recommended in the WP5 guidelines. We have however added some calculations and analyses regarding the trajectory and the social networks of the surveyed people in order to better understand their reasons for living in Toulouse.

4.1 Relation between education level and mobility

Only the highest educated (PhD) are from dominantly external origin (Table 4.1). In the two other categories, the ‘local people’ account for two-third of the total. There is clearly no linear link between educational level and past mobility.

On the contrary, the most educated (10 per cent of our surveyed population) are the less likely to leave the city (Table 4.2)... which pleads for a good availability of the UAT to keep extremely qualified people.

Table 4.1 – Education level and past mobility

| | Midi Pyrénées Region | | Another place | | Total | |
|--------------------------------|----------------------|----------|---------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Polytechnic or Bachelor degree | 42 | 61.8 | 26 | 38.2 | 68 | 100.0 |
| Masters degree | 76 | 69.7 | 33 | 30.3 | 109 | 100.0 |
| PhD or licenciante | 9 | | 10 | | 19 | 100.0 |
| TOTAL | 127 | 64.8 | 69 | 35.2 | 196 | 100.0 |

Chi2: ns

Table 4.2 – Education level and future mobility

| | Likely | | Not likely | | Total | |
|--------------------------------|--------|----------|------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Polytechnic or Bachelor degree | 27 | 39.7 | 41 | 60.3 | 68 | 100.0 |
| Masters degree | 34 | 30.9 | 76 | 69.1 | 110 | 100.0 |
| PhD or licenciante | 3 | 15.8 | 16 | 84.2 | 19 | 100.0 |
| TOTAL | 64 | 32.5 | 133 | 67.5 | 197 | 100.0 |

Chi2: ns

4.2 Relation between age and mobility

Only the eldest of our respondents (55 years and more) are more of local origin (former place of living) than younger people. Nevertheless, ‘local people’ are for every category the overwhelming majority (Table 4.3).

Age plays a key role in the likelihood to leave the city in the next few years. The younger respondents are more likely to leave the city as we can see in the Table 4.4.

Table 4.3 - Age and past mobility

| Past mobility | Midi Pyrénées region | | Another place in France | | Outside France | | Total | |
|---------------|----------------------|----------|-------------------------|----------|----------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent | Number | Per cent |
| 15 to 34 | 52 | 60.5 | 31 | 36.0 | 3 | 3.5 | 86 | 100.0 |
| 35 to 54 | 60 | 65.2 | 24 | 26.1 | 8 | 8.7 | 92 | 100.0 |
| 55 and older | 13 | 86.7 | 2 | 13.3 | 0 | 0.0 | 15 | 100.0 |
| TOTAL | 125 | 64.8 | 57 | 29.5 | 11 | 5.7 | 193 | 100.0 |

*Chi2: ns***Table 4.4 - Age and future mobility**

| | Likely | | Not likely | | Total | |
|--------------|--------|----------|------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| 15 to 34 | 41 | 47.7 | 45 | 52.3 | 86 | 100.0 |
| 35 to 54 | 21 | 22.8 | 71 | 77.2 | 92 | 100.0 |
| 55 and older | 1 | 6.3 | 15 | 93.8 | 16 | 100.0 |
| TOTAL | 63 | 32.5 | 131 | 67.5 | 194 | 100.0 |

*Chi2:*** (.000)*

4.3 Relation between household characteristics and mobility

Household structure doesn't play a key role as former place of living (Table 4.5). However single persons are more likely to move outside the city in the next few years (Table 4.6).

Table 4.5 - Household structure and past mobility

| | Midi Pyrénées Region | | Another place | | Total | |
|------------|----------------------|----------|---------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| One person | 26 | 68.4 | 12 | 31.6 | 38 | 100.0 |
| Else | 102 | 64.2 | 57 | 35.8 | 159 | 100.0 |
| TOTAL | 128 | 65 | 69 | 35 | 197 | 100.0 |

*Chi2: ns***Table 4.6 - Household structure and future mobility**

| | Likely | | Not likely | | Total | |
|------------|--------|----------|------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| One person | 17 | 44.7 | 21 | 55.3 | 38 | 100.0 |
| Else | 47 | 29.4 | 113 | 70.6 | 160 | 100.0 |
| TOTAL | 64 | 32.3 | 134 | 67.7 | 198 | 100.0 |

Chi2: ns

4.4 Relation between occupation and mobility

The less likely to leave the city in the next few years are the professionals, but differences according to the position in the company are not significant (Table 4.7).

Table 4.7 - Occupation and future mobility

| | Likely | | Not likely | | Total | |
|-------------------------|--------|----------|------------|-------------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Managers | 12 | 36.4 | 21 | 63.6 | 33 | 100.0 |
| Professionals | 29 | 28.4 | 73 | 71.6 | 102 | 100.0 |
| Associate professionals | 16 | 38.1 | 26 | 61.9 | 42 | 100.0 |
| Clerks | 7 | 33.3 | 14 | 66.7 | 21 | 100.0 |
| TOTAL | 64 | 32.3 | 134 | 67.7 | 198 | 100.0 |

Chi2: ns (0.659)

As assumed in the guidelines, next table shows that individuals on temporary employment are more likely to consider moving in the near future than employees with unlimited permanent contracts (Table 4.8).

Table 4.8 - Contract status and future mobility

| | Likely | | Not likely | | Total | |
|------------------------------|--------|----------|------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Unlimited permanent contract | 40 | 27.4 | 106 | 72.6 | 146 | 100.0 |
| Other fixed term contract | 24 | 46.2 | 28 | 53.8 | 52 | 100.0 |
| TOTAL | 64 | 32.3 | 134 | 67.7 | 198 | 100.0 |

*Chi2: * (0.013)*

4.5 Reasons for living in Toulouse: An overview

According to the answers given in question A3, reasons related to employment and studies rank first among the reasons for living in Toulouse (respectively 21.5 per cent and 19.5 per cent in addition to 9.5 per cent having come to Toulouse because of the partner's job). One should recall that Toulouse is the major economic hub and the only large university centre in the Midi-Pyrénées region. In that regard, Toulouse is as a major pole of attraction for the residents of the region, in particular students and young people looking for a job.

Soft factors appear to play a role in the attraction of the UAT in all other rankings (2 to 4), in particular weather and climate, the proximity to natural environment (the Pyrenees mountains and the Mediterranean Sea being not far from Toulouse), and overall friendliness of the city. These soft factors are also among the most cited answers (Table 4.9).

Table 4.9 - Reasons for living in Toulouse (per cent)

| | Ranked 1 (per cent) | Ranked 2 (per cent) | Ranked 3 (per cent) | Ranked 4 (per cent) | Cited (per cent) |
|--|------------------------|------------------------|------------------------|------------------------|---------------------|
| Born here | 12.0 | 0.5 | 0.0 | 3.5 | 16.0 |
| Family lives here | 10.0 | 10.0 | 2.5 | 3.0 | 25.5 |
| Studied in Toulouse | 19.5 | 9.0 | 3.0 | 4.0 | 35.5 |
| Proximity to friends | 4.5 | 6.0 | 6.5 | 5.0 | 22.0 |
| Moved because of my job | 21.5 | 3.5 | 2.0 | 1.0 | 28.0 |
| Moved because of my partner's job | 9.5 | 4.0 | 1.5 | 0.0 | 15.0 |
| Good employment opportunities | 4.5 | 12.0 | 6.0 | 6.5 | 29.0 |
| Higher wages | 0.0 | 2.0 | 1.0 | 0.5 | 3.5 |
| Size of city | 3.5 | 7.5 | 7.0 | 7.5 | 25.5 |
| Weather / Climate | 2.5 | 11.5 | 16.5 | 8.5 | 39.0 |
| Good transport links | 0.5 | 1.5 | 1.0 | 3.0 | 6.0 |
| Proximity to natural environment | 1.5 | 8.5 | 13 | 9.5 | 32.5 |
| Housing affordability | 0.0 | 2.0 | 3.0 | 1.0 | 6.0 |
| Housing availability | 0.5 | 0.0 | 1.5 | 1.5 | 3.5 |
| Housing quality | 0.0 | 1.0 | 0.5 | 1.5 | 3.0 |
| Safe for children | 0.0 | 0.5 | 2.0 | 2.0 | 4.5 |
| Open to different people | 0.5 | 0.5 | 3.0 | 5.0 | 9.0 |
| Open minded and tolerant | 2.0 | 2.5 | 4.5 | 4.0 | 13.0 |
| Gay / Lesbian friendly | 0.0 | 0.0 | 0.5 | 1.0 | 1.5 |
| Language (able to communicate...) | 0.0 | 1.0 | 0.0 | 0.0 | 1.0 |
| Overall friendliness of city | 2.5 | 5.5 | 7.0 | 9.0 | 24.0 |
| Diversity of leisure and entertainment | 1.0 | 1.5 | 3.5 | 4.0 | 10.0 |
| Cultural diversity | 1.0 | 1.0 | 2.5 | 9.0 | 13.5 |
| Diversity of built environment | 0.0 | 0.5 | 0.0 | 0.0 | 0.5 |
| Presence of good universities | 1.0 | 4.0 | 5.0 | 3.5 | 13.5 |
| Other reasons | 3.0 | 0.5 | 1.0 | 0.0 | 4.5 |

Professional factors also explain why the respondents chose to move to the city (Table 4.10). Data shows that 38 per cent moved to the UAT because they found employment there; 8 per cent because their partner got a job there. This confirms the economic attraction of Toulouse.

Table 4.10 - Statements about moving to City

| | Number | Per cent |
|--|--------|----------|
| I wanted to live in this city and so I found employment here | 48 | 24.0 |
| My partner wanted to live in the city so we found employment | 6 | 3.0 |
| I live in this city because I found employment here | 76 | 38.0 |
| I live in this city because my partner found employment here | 16 | 8.0 |
| Not applicable | 54 | 27.0 |
| TOTAL | 200 | 100.0 |

4.6 Relation between mobility and reasons for living in Toulouse

Among the respondents that are from local origin, place of birth and family links are the most important reasons for living in the UAT, both in rank and in number of citations (Tables 4.11; 4.12). Among the respondents who have arrived from other regions (France or elsewhere), 'hard factors' play a differentiated role. Migrants from France cite above all *Job availability*, migrants from other countries cite a mix of 'soft' and 'hard' factors.

The most interesting table mixes the criteria ‘place of birth and study’ and ‘reasons for living in Toulouse’. It provides a clear hierarchy of answers:

- family and place of birth are key factors for the locals to live in the UAT;
- having studied in the UAT is the key element for the former Toulouse students born outside;
- ‘hard’ location factors are mainly cited by ‘total strangers’ in the first rank (mainly job opportunities);
- environmental or ‘soft factors’ are cited, but clearly in a secondary position (ranks 2 to 4).

Table 4.11 – Past mobility and reasons for living in Toulouse (most significant reasons in Chi2 tests)

| Prior place of residence | Number | First reason (ranked 1) | | Secondary reasons (2 to 4) | | Cited | |
|-----------------------------------|--------|-------------------------|------|----------------------------|------------|-----------------|------|
| | | | % | | % | | % |
| Never moved | 17 | Born here | 35.3 | Family | 17.6 | Born here | 41.2 |
| | | Family here | 29.4 | | | Family | 47.1 |
| | | Good universities | 11.8 | | | | |
| Toulouse but other neigh-bourhood | 89 | Born here | 16.9 | Family | 20.2 | Born here | 23.6 |
| Another city in region | 22 | | | | | | 30.3 |
| Another city in France | 57 | Job | 29.8 | | | Job | 36.8 |
| Outside France | 7 | Climate | 28.6 | Job Housing quality | 40 14.3 | Housing quality | 14.3 |
| | | Family | 42.9 | | | | |
| Outside Europe | 5 | Climate | 20.0 | | | Housing quality | 20.0 |

Table 4.12 – Reasons for living in Toulouse according to the anterior trajectory

| Reasons for living here | | First reason (ranked 1) | | Secondary reason (ranked 2, 3 or 4) | | Most cited | |
|---|----|-------------------------------|------|-------------------------------------|------|----------------------------------|------|
| Trajectory | Nb | | % | | % | | % |
| Born in region | 64 | Born here | 35.9 | Born here | 7.8 | Born here | 43.8 |
| | | Family here | 17.2 | Family here | 29.7 | Family here | 46.9 |
| | | | | Studied here | 23.4 | Studied here | 42.2 |
| | | | | Proximity friends | 26.6 | | |
| Born outside region but studied in Toulouse | 62 | Studied here | 38.7 | - | - | Studied here | 59.7 |
| | | | | | | Diversity of leisure | 16.1 |
| Born and studied outside | 72 | Because of my job | 44.4 | Weather/climate | 47.2 | Because of my job | 48.9 |
| | | Because of my partner’s job | 15.3 | Overall friendliness of city | 29.2 | Weather/climate | 52.8 |
| | | Good employment opportunities | 8.3 | Safe of children | 9.7 | Proximity to natural environment | 41.7 |
| | | Size of city | 6.9 | | | Openness | 13.9 |
| | | Weather/climate | 5.6 | | | Safe for children | 9.7 |
| | | | | | | | |

4.7 Most important reasons for living in Toulouse: Trajectory, job or soft factor?

Considering question A3 we focus on the first ranked reasons for living in the UAT. Answers related to personal connection, ie. ‘born here’, ‘family lives here’, ‘studied here’ and ‘proximity to friends’ are gathered into one category called ‘trajectory’ as it is linked to the past life of the surveyed people.

Then we bring together job reasons, ie. ‘moved because of my job’, ‘moved because of my partner’s job’, ‘good employment opportunities’ and ‘higher wages’.

Once trajectory and job reasons are isolated, all the other answers of the list can be considered as soft factors, except the answer ‘other reasons’ that has been put aside as well as the ‘presence of good universities’ because those who cite this reason are born or have studied in Toulouse. The following table (Table 4.13) shows that 14 per cent of the 150 workers have ranked a soft factor in the first position.

Table 4.13 - Most important reasons for living in Toulouse

| Most important reasons for living in Toulouse | First ranked | | Cited at least once | |
|--|--------------|-------------|---------------------|----------|
| | Number | Per cent | Number | Per cent |
| Trajectory | 58 | 38.7 | 89 | 59.3 |
| Job | 62 | 41.3 | 103 | 68.7 |
| Soft | 21 | 14.0 | 132 | 88.0 |
| Good universities and other | 9 | 6.0 | 23 | 15.3 |
| TOTAL | 150 | 100 | Multiple answers | |

The following table shows that the majority of the surveyed people cite several types of reasons for living in Toulouse. Only 4 per cent of the 200 respondents cite a combination of soft factors only.

Table 4.14 - Combination of reasons for living in Toulouse

| | Number | Per cent |
|---------------------------------|----------|------------|
| Trajectory + Job + Soft factors | 64 | 32.0 |
| Trajectory + Job | 7 | 3.5 |
| Trajectory + Soft factor | 57 | 28.5 |
| Job + Soft factors | 51 | 25.5 |
| Only trajectory reasons | 5 | 2.5 |
| Only job reasons | 6 | 3.0 |
| Only soft factors | 8 | 4.0 |
| No reason | 2 | 1.0 |
| TOTAL | 200 | 100 |

4.8 Who cites soft factors?

A correlation is found between the gender and the citation of soft factors (Table 4.15). Women could be slightly less sensitive to those reasons. Other calculations based on the same newly constructed variable show that creative workers cite soft factors more often. On the

basis of questions A16 to A19 we have also been able to observe that local people, ie. born and/or having studied in the region, have a more severe opinion regarding the tolerance of the city towards people coming from other countries, visible minorities, gays and lesbians.

Table 4.15 - Soft reasons cited and gender

| Gender | Soft reasons cited | | | Soft reasons never cited | | |
|--------|--------------------|-------------|----------------------------------|--------------------------|-------------|--|
| | number | % in gender | % of those who cite Soft factors | number | % in gender | % of those who never cite Soft factors |
| Male | 101 | 94.4 | 56.4 | 6 | 5.6 | 30.0 |
| Female | 78 | 84.8 | 43.6 | 14 | 15.2 | 70.0 |
| TOTAL | 179 | 89.9 | 100.0 | 20 | 10.1 | 100.0 |

*Chi2: * (0.025)*

In the next table, we can see an obvious and clear link between the trajectory (as defined from available informations on the life course such as place of birth and studies) and the first ranked reasons. It is also interesting to notice that people hailing from the region may cite reasons related to employment or to soft factors.

Table 4.16 - First ranked reason and trajectory

| First ranked reason | Trajectory | | | | | | | | | Total | | |
|---------------------|--------------------|-------------|------------------|---|-------------|------------------|-------------------------------------|-------------|------------------|---------|-------------|------------------|
| | Born in the region | | | Born outside the region but studied there | | | Born and studied outside the region | | | | | |
| | Num-ber | % in rank 1 | % in trajec-tory | Num-ber | % in rank 1 | % in trajec-tory | Num-ber | % in rank 1 | % in trajec-tory | Num-ber | % in rank 1 | % in trajec-tory |
| Trajectory | 47 | 52.8 | 75.8 | 34 | 38.2 | 63.0 | 8 | 9.0 | 11.3 | 89 | 100.0 | 47.6 |
| Job | 7 | 10.0 | 11.3 | 14 | 20.0 | 25.9 | 49 | 70.0 | 69.0 | 70 | 100.0 | 37.4 |
| Soft* | 8 | 28.6 | 12.9 | 6 | 21.4 | 11.1 | 14 | 50.0 | 19.7 | 28 | 100.0 | 15.0 |
| TOTAL | 62 | 33.2 | 100.0 | 54 | 28.9 | 100.0 | 71 | 38.0 | 100.0 | 187 | 100.0 | 100.0 |

**all the remaining factors except good universities and other*

*Chi2: *** (0.000)*

As a consequence we have decided to isolate **the 14 persons that rank soft factors in a first position and that are neither born in the region nor former student of the region**. Let's call them the **'True soft'** as opposed to the **'Others'** (ie. people who are born and/or have studied in the region or those who have not ranked a soft factor in the first position). Following calculations are based on the 150 workers sample.

4.9 The 'True soft': Main demographic, residential and employment features of this population

Although the correlation test is not significant, we find a larger proportion of men in this category (69 per cent versus 53 per cent by the non-soft). Tests about the age do not show any significant relation but they might appear slightly older than the rest of the sample. They all have the French nationality, which could mean that the image of Toulouse plays a more significant role by the French than by people from the foreign countries.

It is interesting to notice that among those people ranking a soft factor in the first position, some of them had their prior place of residence in the region (Table 4.17).

Table 4.17 - Prior place of residence before moving to Toulouse and first ranked reasons for living in the city

| First ranked reasons Prior place of residence | Trajectory | | | Job | | | Soft | | | Total | | |
|--|------------|--------------------|-------------|-----|--------------------|------------|------|--------------------|-------------|-------|--------------------|-------------|
| | Nb | % in prior to city | % in rank 1 | Nb | % in prior to city | % in rank1 | Nb | % in prior to city | % in rank 1 | Nb | % in prior to city | % in rank 1 |
| Midi Pyrénées Region | 42 | 49.4 | 72.4 | 30 | 35.3 | 50.0 | 13 | 15.3 | 65.0 | 85 | 100.0 | 61.6 |
| Another place | 16 | 30.2 | 27.6 | 30 | 56.6 | 50.0 | 7 | 13.2 | 35.0 | 53 | 100.0 | 38.4 |
| TOTAL | 58 | 42.0 | 100.0 | 60 | 60.0 | 100.0 | 20 | 14.5 | 100.0 | 138 | 100.0 | 100.0 |

Chi2: * (0,041)

Looking at the household's size, we can see that none of them live alone. They also tend to be more often tenants than owners of their dwelling (28.6 per cent versus 54.8 per cent). At least, one finds no difference regarding the place of residence but they tend to live less far from their working place than the other surveyed people.

These workers are generally less qualified than the average, but they also occupy more often managers position (Table 4.18). On the whole they also are less often employed on an unlimited permanent contract (Table 4.19). Regarding the income level, we observe that they do not earn higher wages than the others.

As far as the employment status and the sector are concerned, those workers appear to be more self-employed (36 per cent versus 12 per cent) (Table 4.20) and they also work in a larger proportion in the creative industries (71 per cent for 49 per cent but correlation test is not valid).

Table 4.18 - Occupation and first ranked reasons for living in the city

| First ranked reasons Occupation | Trajectory | | | Job | | | Soft | | | Total | | |
|------------------------------------|------------|-----------------|-------------|-----|-----------------|------------|------|-----------------|-------------|-------|-----------------|-------------|
| | Nb | % in occupation | % in rank 1 | Nb | % in occupation | % in rank1 | Nb | % in occupation | % in rank 1 | Nb | % in occupation | % in rank 1 |
| Managers | 11 | 42.3 | 19.0 | 7 | 26.9 | 11.3 | 8 | 30.8 | 38.1 | 26 | 100.0 | 18.4 |
| Professionals | 24 | 34.3 | 41.4 | 36 | 51.4 | 58.1 | 10 | 14.3 | 47.6 | 70 | 100.0 | 49.6 |
| Associate professionals | 13 | 44.8 | 22.4 | 15 | 51.7 | 24.2 | 1 | 3.4 | 4.8 | 29 | 100.0 | 20.6 |
| Clerks | 10 | 62.5 | 17.2 | 4 | 25.0 | 6.5 | 2 | 12.5 | 9.5 | 16 | 100.0 | 11.3 |
| TOTAL | 58 | 41.1 | 100.0 | 62 | 44.0 | 100.0 | 21 | 14.9 | 100.0 | 141 | 100.0 | 100.0 |

Chi2: * (0.029)

Table 4.19 - Type of employment contract

| True Soft/Others | Born and studied outside the region, soft factor ranked 1st | | | Born and studied in the region or soft factors not ranked 1st | | | Total | | |
|------------------------------|---|---------------|------------------|---|---------------|---------------|-------|---------------|-------|
| | Nb | % in Contract | % in 'True Soft' | Nb | % in Contract | % in 'Others' | Nb | % in Contract | % |
| Unlimited permanent contract | 7 | 5.9 | 50.0 | 111 | 94.1 | 81.6 | 118 | 100.0 | 78.7 |
| Other fixed term contract | 7 | 21.9 | 50,0 | 25 | 78.1 | 18.4 | 32 | 100.0 | 21.3 |
| TOTAL | 14 | 9.3 | 100.0 | 136 | 90.7 | 100.0 | 150 | 100.0 | 100.0 |

*Chi2: ** (0.006)*

Table 4.20 – 'True soft' and size of the company

| True Soft/Others | Born and studied outside the region, soft factor ranked 1st | | Born and studied in the region or soft factors not ranked 1st | | Total | |
|------------------------|---|-------------|---|-------|-------|-------|
| | Nb | % | Nb | % | Nb | % |
| self employed | 5 | 35.7 | 16 | 12.1 | 21 | 14.4 |
| < 10 employees | 3 | 21.4 | 25 | 18.9 | 28 | 19.2 |
| 10 employees and above | 6 | 42.9 | 91 | 68.9 | 97 | 66.4 |
| TOTAL | 14 | 100.0 | 132 | 100.0 | 146 | 100.0 |

*Chi2: * (0.044)*

❖ *Their opinion regarding the city, the job and the neighbourhood*

Globally those workers appear to be more dissatisfied than the others with the several aspect of the city environment: quality of public spaces (Table 4.21), quality of sport facilities, quality and range of restaurants, quality of cinemas. They are also less satisfied with the quality of dwelling, the open garden spaces, the quality of playgrounds, health services and social security. At last, they also appear more worried about the presence of graffiti and the level of traffic in the city. One exception concerns the commercial facilities, where they seem to be more satisfied than the other type of workers. They also find that the overall cost of living in the city is rather cheap. None of them say that the cost of living is very expensive. In the same way, they tend to be less worried regarding the availability of affordable housing.

Table 4.21 - Statement about the city by the 'True Soft' workers: quality of public spaces

| True Soft/Others | Born and studied outside the region, soft factor ranked 1st | | | Born and studied in the region or soft factors not ranked 1st | | | Total | | |
|-------------------|---|-------------------------------|----------------|---|-------------------------------|-------------|-------|-------------------------------|------------------------|
| | Nb | % in Quality of public spaces | % in True Soft | Nb | % in Quality of public spaces | % in Others | Nb | % in Quality of public spaces | % in True Soft/ Others |
| Very Satisfied | 1 | 5.0 | 7.1 | 19 | 95.0 | 10.2 | 20 | 100.0 | 10.0 |
| Satisfied | 6 | 5.4 | 42.9 | 106 | 94.6 | 57.0 | 112 | 100.0 | 56.0 |
| Neither | 3 | 6.3 | 21.4 | 45 | 93.8 | 24.2 | 48 | 100.0 | 24.0 |
| Dissatisfied | 3 | 21.4 | 21.4 | 11 | 78.6 | 5.9 | 14 | 100.0 | 7.0 |
| Very Dissatisfied | 1 | 100.0 | 7.1 | 0 | 0.0 | 0.0 | 1 | 100.0 | 0.5 |
| Dont know | 0 | 0.0 | .0 | 5 | 100.0 | 2.7 | 5 | 100.0 | 2.5 |
| TOTAL | 14 | 7.0 | 100.0 | 186 | 93.0 | 100.0 | 200 | 100.0 | 100.0 |

*Chi2: ** (0.002)*

Regarding the tolerance of the city they are more likely to disagree with the statement that Toulouse is a welcoming place for people from other countries. At last, they are more likely to leave the city in the next few years (50 per cent vs 32 per cent).

Looking now at the job, they are more satisfied with the following aspects: the amount of influence they have over their job, the prospects for career advancement (Table 4.22A), the ability to balance their professional and personal life (Table 4.23A). But they appear more dissatisfied with the sense of achievement they can get from their job (Table 4.24A), as well as with the job security (Table 4.25).

4.25 - Satisfaction with the job (Job security)

| True Soft/Others | Born and studied outside the region, soft factor ranked 1st | | | Born and studied in the region or soft factors not ranked 1st | | | Total | | |
|---------------------|---|-----------------------------|----------------|---|-----------------------------|-------------|-------|-----------------------------|------------------------|
| | Nb | % in satisfacti on with job | % in True Soft | Nb | % in satisfacti on with job | % in Others | Nb | % in satisfacti on with job | % in True Soft/ Others |
| Job security | | | | | | | | | |
| Rather satisfied | 6 | 7.1 | 42.9 | 78 | 92.9 | 57.4 | 84 | 100.0 | 56.0 |
| Neither | 2 | 4.8 | 14.3 | 40 | 95.2 | 29.4 | 42 | 100.0 | 28.0 |
| Rather dissatisfied | 5 | 26.3 | 35.7 | 14 | 73.7 | 10.3 | 19 | 100.0 | 12.7 |
| Don't know | 1 | 20.0 | 7.1 | 4 | 80.0 | 2.9 | 5 | 100.0 | 3.3 |
| TOTAL | 14 | 9.3 | 100.0 | 136 | 90.7 | 100.0 | 150 | 100.0 | 100.0 |

*Chi2: *(0.034)*

4.10 Networks and mobility

As we saw previously in this report, mobility and choice for a city where to live is often related to acquaintances. In Toulouse, we added to the generic ACRE questionnaire some questions on personal social networks. We used a name generator asking interviewees to cite three persons that they consider as 'creative'. For each of the cited persons, interviewees were asked to explain why this person is 'creative' according to them and to give some information on this person (gender, age, occupation, level of education, context of the beginning of the relation, elapsed time since the first meeting, place of residence).

153 interviewees declare that they know 'creative' persons, but only 138 describe at least one relation with a 'creative' person. 109 respondents name two persons and 73 describe three people they know. We have then 320 relations on the whole.

Managers cite more relations than others interviewees (1.9 vs 1.6 for the whole sample). Persons working in 'creative' industry cite more relations than those working in 'knowledge' industry (1.8 against 1.2). The mean density of these networks is 0.6 (for the 73 interviewees who cited 3 persons), which is rather high compared to the usual density of general personal networks, but it can be explained by the fact that we have only 3 relations (in other words, it's a methodological effect). Networks are denser for knowledge industry (0.9) than for creative industry (0.6), which can be explained by the existence of dense professional milieus in the high technology sectors in Toulouse.

The criteria that interviewees used to choose ‘creative’ persons are not always linked to creative activities as defined in the study. 75 per cent of cited persons are considered creative in their work. Their occupation globally corresponds to the definition of creative activities given in the ACRE project. The other 25 per cent of cited persons are considered as creative either in their non professional life (amateur musicians or photographers for instance) or regarding their job, but their occupation is not considered as creative in the project (for example teachers, ordinary employees, etc.). Interviewees cite more persons from ‘creative’ sector (50.3 per cent) than from ‘knowledge’ sector (21.2 per cent), which is due to the fact the persons from creative sector cite more persons (see above) and also to the fact that ‘knowledge’ interviewees cite more ‘creative’ than the opposite.

Table 4.26 - Sector of the interviewees and cited persons

| Sector of the cited persons | Creative (Per cent) | Knowledge (Per cent) | Other (Per cent) | Total (Per cent) |
|-----------------------------------|------------------------|-------------------------|---------------------|---------------------|
| Sector of the interviewees | | | | |
| Creative | 67.1 | 9.2 | 23.7 | 100.0 |
| Knowledge | 27.0 | 40.5 | 32.4 | 100.0 |
| Graduates | 43.9 | 24.2 | 31.8 | 100.0 |
| Interviewees together | 50.3 | 21.2 | 28.5 | 100.0 |

To sum up, sub-sectors ‘creative’ and ‘knowledge’ make sense (creative cite more creative and knowledge more knowledge), but ‘creative’ occupations are more often considered as ‘creative’ people by interviewees.

Regarding other characteristics, cited persons are similar to interviewees: average age is 40, 72 per cent are men, 55 per cent have a high level of education (more than 4 years of higher education).

Cited persons are mainly ‘old’ relations: only 25 per cent know each other since 5 years or less. The mean duration of the relation is 12 years. These persons have met mainly during their studies (19.4 per cent) or during professional activities (28.8 per cent), but 24.1 per cent have met through family relations or during non professional collective activities. 18 per cent have met each other thanks to an intermediary person (friend, relatives, etc.). Non professional links are more frequent for interviewees born in the local region and for those working in the knowledge sector.

52 per cent of the cited persons live in the Toulouse area, 19 per cent in the local region and 29 per cent outside (mainly in Paris region or foreign countries). The percentage of foreign links doesn’t vary significantly after 2 years in Toulouse, which corresponds to the time that is usually necessary to create one’s local personal networks.

Table 4.27 - Location of cited persons and time lived in city by interviewees

| Location of cited persons | Toulouse area (Per cent) | Midi-Pyrénées region (Per cent) | Outside (Per cent) | Total (Per cent) |
|---|-------------------------------------|--|-------------------------------|-----------------------------|
| Time lived in City by interviewees | | | | |
| Less than one year | 25.0 | 0.0 | 75.0 | 100.0 |
| Between one and 2 years | 33.3 | 11.1 | 55.6 | 100.0 |
| Between 2 and 5 years | 42.9 | 23.8 | 33.3 | 100.0 |
| Between 5 and 10 years | 53.3 | 20.0 | 26.7 | 100.0 |
| More than 10 years | 54.1 | 20.2 | 25.7 | 100.0 |
| TOTAL | 51.1 | 19.7 | 29.3 | 100.0 |

The percentage of foreign links doesn't vary significantly with the past trajectory of interviewees. **This can be interpreted as an absence of linkage between the local 'anchorage' and the connection with global networks.**

5 OPINION ABOUT THE CITY, THE JOB AND THE NEIGHBOURHOOD

5.1 Satisfaction with the city

5.1.1 Overall satisfaction with the city

Generally speaking 70.6 per cent seem to be rather satisfied with the city and 20.6 per cent rather dissatisfied.

No significant difference can be observed in the correlation test between gender and overall satisfaction with city (Table 5.1). We can nonetheless notice a higher dissatisfaction rate in the male workers and graduates population (24 per cent) than in the female's one (16.7 per cent).

5.1 - Gender and overall satisfaction with city

| | Rather satisfied | | Neither | | Rather dissatisfied | | Total | |
|--------|------------------|-------------|---------|----------|---------------------|-------------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent | Number | Per cent |
| Male | 69 | 66.3 | 10 | 9.6 | 25 | 24.0 | 104 | 100.0 |
| Female | 68 | 75.6 | 7 | 7.8 | 15 | 16.7 | 90 | 100.0 |
| TOTAL | 137 | 70.6 | 17 | 8.8 | 40 | 20.6 | 194 | 100.0 |

Chi2: ns (0.361)

People with higher income (over 5,000 euros / month after taxes) do not seem to be the most satisfied with their life in the UAT (Table 5.2).

Table 5.2 - Income (D6) and overall satisfaction with city

| | Rather satisfied | | Neither | | Rather dissatisfied | | Total | |
|-----------------------------|------------------|----------|---------|----------|---------------------|-------------|---------|----------|
| | Num-ber | Per-cent | Num-ber | Per-cent | Num-ber | Per-cent | Num-ber | Per-cent |
| Less than 3000 euros | 63 | 69.2 | 10 | 11.0 | 18 | 19.8 | 91 | |
| Between 3000 and 5000 euros | 48 | 76.2 | 3 | 4.8 | 12 | 19.0 | 63 | 100.0 |
| More than 5000 euros | 27 | 65.9 | 4 | 9.8 | 10 | 24.4 | 41 | |
| TOTAL | 138 | 70.8 | 17 | 8.7 | 40 | 20.5 | 195 | 100.0 |

Chi2: ns (0.637)

No clear relation can be proved between one's location in the UAT and the overall satisfaction with city (Table 5.3).

Table 5.3 - Location in the UAT and overall satisfaction with city

| | Rather satisfied | | Rather dissatisfied | | Total | |
|--------------------------------------|------------------|--------------|---------------------|--------------|------------|--------------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| City Centre | 24 | 17.4 | 11 | 19.3 | 35 | 17.9 |
| Rest of the core city | 43 | 31.2 | 19 | 33.3 | 62 | 31.8 |
| Rest of city including the outskirts | 15 | 10.9 | 5 | 8.8 | 20 | 10.3 |
| Village or small town in metro area | 38 | 27.5 | 16 | 28.1 | 54 | 27.7 |
| Medium or large town in metro area | 18 | 13.0 | 5 | 8.8 | 23 | 11.8 |
| Don't know | 0 | 0.0 | 1 | 1.8 | 1 | 0.5 |
| TOTAL | 138 | 100.0 | 57 | 100.0 | 195 | 100.0 |

Chi2: ns

5.1.2 Involvement in city activities

❖ Age and involvement in city activities

Table 5.4 shows that the younger (aged 15 to 34) spend more time in pubs and bars, and also in night clubs than the older (55 and older). Going out to parks and visiting friends is also a more frequent activity for the younger. Participating in resident's associations and in community works differentiates the older, more often involved in these types of activities than the young surveyed population.

Table 5.4 - Age and involvement in city activities

| City activities | Age | Every day | At least once a week | Less often | Never | Don't know | Significance |
|------------------------------|--------------|-----------|----------------------|-------------|-------------|------------|--------------|
| Going out to pub/bar | 15-34 | 2.3 | 32.2 | 52.9 | 9.2 | 3.4 | ** (0.004) |
| | 35-54 | 1.1 | 22.6 | 48.4 | 19.4 | 8.6 | |
| | 55 and older | 6.3 | 6.3 | 31.3 | 50.0 | 6.3 | |
| Eating out | 15-34 | 3.4 | 50.6 | 44.8 | 1.1 | 0.0 | - |
| | 35-54 | 9.7 | 33.3 | 53.8 | 0.0 | 3.2 | |
| | 55 and older | 6.3 | 50.0 | 37.5 | 0.0 | 6.3 | |
| Movie. theatre. concert | 15-34 | 1.1 | 14.9 | 80.5 | 3.4 | 0.0 | - |
| | 35-54 | 0.0 | 15.1 | 81.7 | 2.2 | 1.1 | |
| | 55 and older | 0.0 | 31.3 | 62.5 | 0.0 | 6.3 | |
| Museum. art gallery | 15-34 | 1.1 | 4.6 | 55.2 | 36.8 | 2.3 | - |
| | 35-54 | 0.0 | 5.3 | 66.7 | 19.4 | 8.6 | |
| | 55 and older | 0.0 | 0.0 | 75 | 18.8 | 6.2 | |
| Walking around city center | 15-34 | 6.9 | 46.0 | 43.7 | 2.3 | 1.1 | - |
| | 35-54 | 10.8 | 37.5 | 45.2 | 1.1 | 5.4 | |
| | 55 and older | 6.3 | 37.5 | 43.7 | 12.5 | 0.0 | |
| Excursions parks/green areas | 15-34 | 3.4 | 14.9 | 51.7 | 25.4 | 4.6 | - (0.074) |
| | 35-54 | 1.1 | 14.0 | 59.1 | 20.4 | 5.4 | |
| | 55 and older | 12.5 | 25.0 | 12.5 | 43.8 | 6.2 | |
| Night club | 15-34 | | 1.1 | 32.2 | 66.7 | 0.0 | *(0.017) |
| | 35-54 | | 0.0 | 18.3 | 75.3 | 6.5 | |
| | 55 and older | | 0.0 | 6.3 | 81.3 | 12.5 | |
| Sport events | 15-34 | | 8.0 | 47.1 | 41.4 | 3.4 | - |
| | 35-54 | | 5.4 | 38.7 | 45.2 | 10.8 | |
| | 55 and older | | 6.3 | 31.3 | 50.0 | 12.5 | |

| | | | | | | | |
|---------------------------------------|--------------|-----|-------------|------|-------------|------|------------|
| Parks | 15-34 | 3.4 | 23.0 | 55.2 | 17.2 | 1.1 | * (0.045) |
| | 35-54 | 0.0 | 18.3 | 60.2 | 11.8 | 9.7 | |
| | 55 and older | 0.0 | 12.5 | 37.5 | 37.5 | 12.5 | |
| Festival | 15-34 | 1.1 | 2.3 | 54.0 | 39.1 | 3.5 | - |
| | 35-54 | 0.0 | 2.2 | 59.1 | 30.1 | 8.6 | |
| | 55 and older | 0.0 | 0.0 | 68.8 | 31.2 | 0.0 | |
| Visiting friends | 15-34 | 3.4 | 71.3 | 23.0 | 2.3 | 0.0 | * (0.032) |
| | 35-54 | 0.0 | 51.5 | 44.1 | 2.2 | 2.2 | |
| | 55 and older | 0.0 | 56.3 | 37.5 | 0.0 | 6.3 | |
| Participating resident's associations | 15-34 | 3.4 | 5.7 | 9.2 | 80.5 | 1.1 | ** (0.002) |
| | 35-54 | 0.0 | 9.7 | 22.6 | 60.2 | 7.5 | |
| | 55 and older | 0.0 | 0.0 | 43.8 | 50.0 | 6.3 | |
| Participating in religious activities | 15-34 | 1.1 | 3.4 | 9.2 | 83.9 | 2.3 | - |
| | 35-54 | 0.0 | 5.4 | 5.4 | 82.8 | 6.5 | |
| | 55 and older | 0.0 | 0.0 | 12.5 | 75.0 | 12.5 | |
| Participating in community work | 15-34 | 1.1 | 14.9 | 18.4 | 60.9 | 4.6 | * (0.050) |
| | 35-54 | 0.0 | 19.4 | 24.7 | 43.0 | 12.9 | |
| | 55 and older | 6.3 | 12.5 | 37.5 | 37.5 | 6.3 | |
| Participating political activities | 15-34 | 2.3 | 0.0 | 6.9 | 83.9 | 6.9 | - |
| | 35-54 | 0.0 | 3.2 | 10.8 | 76.3 | 9.7 | |
| | 55 and older | 0.0 | 0.0 | 18.8 | 75.0 | 6.2 | |

❖ *Characteristic of residential area and involvement in city activities*

Strong correlations can be found regarding two types of activities: going out to pub and bar and walking around city center as Table 5.5 indicates.

Another positive correlation can be observed between the frequenting of museum and galleries and the place of residence. People living in the metropolitan area do not appear at all in the daily or weekly frequency column. They also have chosen more often the 'never' answer (37.5 per cent) for this activity.

Differences in the answers of people living in the city center and in the rest of the city should also be underlined. These differences might enlight one proved phenomenon in the UAT, indeed the high level of socio-economic disparities among inhabitants and neighbourhoods. Internal inequalities inside the commune of Toulouse and center-periphery disparities appear in the frequency of 'never', higher for city center inhabitants than for near periphery inhabitants (in average richer in the UAT).

Table 5.5 - Location in the city and involvement in city activities

| City activities | Location in the city | Every day | At least 1 a week | Less often | Never | Don't know | Significance |
|---------------------------------------|----------------------|-------------|-------------------|------------|-------------|------------|--------------|
| Going out to pub/bar | City Center | 0.0 | 48.6 | 37.8 | 5.4 | 8.1 | *** (0.001) |
| | Rest of the city | 1.2 | 28.0 | 54.9 | 13.4 | 2.4 | |
| | Metropolitan area | 3.8 | 12.5 | 50.0 | 26.3 | 7.5 | |
| Eating out | City Center | 2.7 | 45.9 | 45.9 | 2.7 | 2.8 | - |
| | Rest of the city | 8.5 | 51.2 | 37.8 | 0.0 | 2.5 | |
| | Metropolitan area | 7.5 | 33.8 | 57.5 | 0.0 | 1.3 | |
| Movie theatre concert | City Center | 0.0 | 27.0 | 73.0 | 0.0 | 0.0 | - |
| | Rest of the city | 1.3 | 19.5 | 75.6 | 2.4 | 1.2 | |
| | Metropolitan area | 0.0 | 10.0 | 85.0 | 3.8 | 1.3 | |
| Museum art gallery | City Center | 2.7 | 5.4 | 62.2 | 24.3 | 5.4 | * (0.013) |
| | Rest of the city | 0.0 | 8.5 | 70.7 | 15.9 | 4.9 | |
| | Metropolitan area | 0.0 | 0.0 | 55.0 | 37.5 | 7.5 | |
| Walking around city center | City Center | 29.7 | 40.5 | 24.3 | 0.0 | 5.4 | *** (0.000) |
| | Rest of the city | 7.3 | 54.9 | 31.7 | 4.9 | 1.2 | |
| | Metropolitan area | 1.3 | 27.5 | 65.0 | 2.5 | 3.8 | |
| Excursions parks green areas | City Center | 2.7 | 2.7 | 45.9 | 40.5 | 8.2 | - |
| | Rest of the city | 3.7 | 17.0 | 53.7 | 20.7 | 4.9 | |
| | Metropolitan area | 2.5 | 17.5 | 53.8 | 21.3 | 5.0 | |
| Night club | City Center | | 0 | 32.4 | 59.5 | 8.1 | - |
| | Rest of the city | | 1.2 | 22 | 73.2 | 3.7 | |
| | Metropolitan area | | 1.3 | 18.8 | 76.3 | 3.8 | |
| Sport events | City Center | | 2.7 | 37.8 | 45.9 | 13.5 | - |
| | Rest of the city | | 7.3 | 40.2 | 47.6 | 4.9 | |
| | Metropolitan area | | 7.5 | 46.3 | 37.5 | 8.8 | |
| Parks | City Center | 0.0 | 21.6 | 56.8 | 8.1 | 13.5 | - |
| | Rest of the city | 2.4 | 20.7 | 56.1 | 15.9 | 4.9 | |
| | Metropolitan area | 1.3 | 16.3 | 56.3 | 21.3 | 5 | |
| Festival | City Center | 2.7 | 2.7 | 62.2 | 24.3 | 8.1 | - (0.102) |
| | Rest of the city | 0.0 | 3.7 | 65.9 | 26.8 | 3.6 | |
| | Metropolitan area | 0.0 | 1.3 | 46.3 | 45 | 7.4 | |
| Visiting friends | City Center | 5.4 | 64.9 | 24.3 | 5.4 | 0 | - |
| | Rest of the city | 1.2 | 63.4 | 32.9 | 1.3 | 1.2 | |
| | Metropolitan area | 0.0 | 56.3 | 40 | 1.3 | 2.5 | |
| Participating resident's associations | City Center | 0.0 | 5.4 | 16.2 | 70.3 | 8.1 | - |
| | Rest of the city | 2.4 | 6.1 | 17.1 | 70.7 | 3.7 | |
| | Metropolitan area | 1.3 | 8.8 | 20 | 66.3 | 3.8 | |
| Participating in religious activities | City Center | 0.0 | 5.4 | 10.8 | 75.7 | 8.1 | - |
| | Rest of the city | 0.0 | 4.9 | 7.3 | 84.1 | 3.7 | |
| | Metropolitan area | 1.3 | 2.5 | 6.3 | 83.8 | 6.3 | |
| Participating community work | City Center | 0.0 | 16.2 | 18.9 | 51.4 | 13.5 | - |
| | Rest of the city | 0.0 | 18.3 | 23.2 | 48.8 | 9.8 | |
| | Metropolitan area | 2.5 | 15 | 25 | 51.3 | 6.3 | |
| Participating political activities | City Center | 0.0 | 2.7 | 8.1 | 70.3 | 18.9 | - |
| | Rest of the city | 1.2 | 2.4 | 11 | 79.3 | 6.1 | |
| | Metropolitan area | 1.3 | 0.0 | 8.8 | 82.5 | 7.5 | |

❖ *Income level and involvement in city activities*

As Table 5.6A shows in appendix, people with lower incomes (less than 3 000 euros / month after taxes for the whole household) go out more often to pubs and bars than those with the highest incomes (over 5 000 euros). No significant differences can be found regarding the other types of activities.

5.1.3 *Satisfaction with leisure activities*

Satisfaction with leisure activities offered in Toulouse is especially linked to places of consumption (restaurants, shopping areas, pubs), entertainment (cinemas), and public spaces (Table 5.7). While cultural facilities such as events and culture, galleries and museums display a certain degree of satisfaction (more than 40 per cent) they also figure among the activities with the higher degree of dissatisfaction.

Table 5.7 - Satisfaction with leisure activities offered in Toulouse (per cent)

| | Very satisfied | Satisfied | Neither | Dissatisfied | Very dissatisfied | Don't know | Total |
|-----------------------|----------------|-----------|---------|--------------|-------------------|------------|-------|
| Public spaces | 10.0 | 56.0 | 24.0 | 7.0 | 0.5 | 2.5 | 100.0 |
| Sport facilities | 4.0 | 39 | 27.0 | 5.5 | 1.5 | 23.0 | 100.0 |
| Events and culture | 10.0 | 44.5 | 30.5 | 8.5 | 1.0 | 5.5 | 100.0 |
| Galleries and Museums | 5.0 | 42.5 | 26.5 | 11.0 | 1.5 | 13.5 | 100.0 |
| Restaurants | 28.0 | 58.5 | 9.5 | 3.0 | 0.0 | 1.0 | 100.0 |
| Pubs | 14.5 | 51.5 | 19.5 | 4.5 | 0.0 | 10.0 | 100.0 |
| Cinemas | 25.5 | 58.5 | 8.5 | 3.5 | 0.0 | 4.0 | 100.0 |
| Shopping areas | 14.0 | 55.5 | 20.0 | 7.5 | 0.0 | 3.0 | 100.0 |
| Architecture | 31.0 | 49.0 | 12.5 | 4.0 | 2.0 | 1.5 | 100.0 |
| Associations | 6.0 | 27.5 | 31 | 1.5 | 0.0 | 34 | 100.0 |

Differences between men and women regarding their opinion on different aspects of the city are not significant (Table 5.8A). Women might appear more sensitive than men about the quality of the shopping areas and public spaces.

In next Table 5.9 the class aged between 35 and 54 appears more often dissatisfied with public spaces, galleries, museums and shopping areas. The younger are more often dissatisfied with the quality of events and culture.

Table 5.9 - Age and satisfaction with leisure activities (per cent)

| Leisure activities | Age | Rather satisfied | Neither | Rather dissatisfied | Don't know | Significance |
|-----------------------|--------------|------------------|---------|---------------------|------------|--------------|
| Public spaces | 15-34 | 73.6 | 24.1 | 1.1 | 1.1 | * (0.039) |
| | 35-54 | 61.3 | 21.5 | 14.0 | 3.2 | |
| | 55 and older | 56.3 | 31.3 | 6.3 | 6.3 | |
| Sport facilities | 15-34 | 47.1 | 24.1 | 4.6 | 24.1 | - |
| | 35-54 | 41.9 | 26.9 | 9.7 | 21.5 | |
| | 55 and older | 31.3 | 37.5 | 6.3 | 25 | |
| Events and culture | 15-34 | 58.6 | 24.1 | 11.5 | 5.7 | - |
| | 35-54 | 51.6 | 34.4 | 8.6 | 5.4 | |
| | 55 and older | 56.3 | 31.3 | 6.3 | 6.3 | |
| Galleries and Museums | 15-34 | 44.8 | 26.5 | 9.2 | 19.5 | - |
| | 35-54 | 46.2 | 26.9 | 16.1 | 10.8 | |
| | 55 and older | 68.8 | 25.0 | 6.2 | 0.0 | |
| Restaurants | 15-34 | 94.3 | 5.7 | 0.0 | 0.0 | * (0.044) |
| | 35-54 | 78.5 | 12.9 | 6.5 | 2.1 | |
| | 55 and older | 93.8 | 6.2 | 0.0 | 0.0 | |
| Pubs | 15-34 | 79.3 | 14.9 | 4.7 | 1.1 | *** (0.001) |
| | 35-54 | 55.9 | 22.6 | 5.4 | 16.1 | |
| | 55 and older | 43.8 | 31.3 | 0.0 | 25.0 | |
| Cinemas | 15-34 | 87.4 | 8.0 | 2.3 | 2.3 | - |
| | 35-54 | 78.5 | 9.7 | 5.3 | 6.5 | |
| | 55 and older | 93.8 | 6.2 | 0.0 | 0.0 | |
| Shopping areas | 15-34 | 79.3 | 16.1 | 0.0 | 4.6 | ** (0.005) |
| | 35-54 | 62.4 | 20.4 | 15.1 | 2.1 | |
| | 55 and older | 62.5 | 31.1 | 6.4 | 0.0 | |
| Architecture | 15-34 | 88.5 | 8.0 | 3.5 | 0.0 | - (0.060) |
| | 35-54 | 71.0 | 17.2 | 8.6 | 3.2 | |
| | 55 and older | 93.8 | 6.2 | 0.0 | 0.0 | |
| Associations | 15-34 | 31.0 | 32.2 | 1.2 | 35.6 | - |
| | 35-54 | 37.6 | 28.0 | 2.2 | 32.2 | |
| | 55 and older | 31.3 | 37.5 | 0.0 | 31.2 | |

❖ *Household characteristics and satisfaction with activities/services provided by city*

One find no significant correlation between the level of satisfaction with activities offered by the city and the size or type of household in which the interviewees live (Table 5.10). Subjects where over 10 per cent of the surveyed population is rather dissatisfied can however be underlined. Households with children feel more often concerned about the quality of public spaces, sport facilities and about the quality and range of cultural activities. People with children appear also more often dissatisfied regarding the quality of the shopping areas.

An exploration of the 'other' category, which appear to be rather dissatisfied regarding the quality of restaurants and pubs, might be necessary regarding the hypothesis of a creative class marked by originality and the research of soft factors.

Table 5.10 - Type of household and satisfaction with leisure activities offered in Toulouse

| Leisure activities | Type of household | Rather satisfied | Neither | Rather dissatisfied | Don't know | Significance |
|-----------------------|-------------------|------------------|---------|---------------------|------------|--------------|
| Public spaces | One person | 68.4 | 28.9 | 2.7 | 0.0 | - (0.057) |
| | Couple | 65.3 | 30.7 | 2.0 | 2.0 | |
| | With children | 67.3 | 16.3 | 13.3 | 3.1 | |
| | Other | 53.3 | 40.0 | 0.0 | 6.7 | |
| Sport facilities | One person | 44.7 | 23.7 | 0.0 | 31.6 | - (0.080) |
| | Couple | 40.8 | 34.7 | 4.1 | 20.4 | |
| | With children | 45.9 | 26.5 | 10.2 | 17.3 | |
| | Other | 26.7 | 13.3 | 13.3 | 46.7 | |
| Events and culture | One person | 63.2 | 15.8 | 15.8 | 5.2 | - |
| | Couple | 59.2 | 28.6 | 4.1 | 8.1 | |
| | With children | 51.0 | 34.7 | 10.2 | 4.1 | |
| | Other | 40.0 | 46.7 | 6.7 | 6.6 | |
| Galleries and Museums | One person | 57.9 | 15.8 | 7.9 | 18.4 | - |
| | Couple | 32.7 | 32.7 | 16.3 | 18.3 | |
| | With children | 51.0 | 25.5 | 13.3 | 10.2 | |
| | Other | 46.7 | 40.0 | 6.7 | 6.6 | |
| Restaurants | One person | 92.1 | 5.3 | 0.0 | 2.6 | - |
| | Couple | 85.7 | 12.3 | 2.0 | 0.0 | |
| | With children | 85.7 | 10.2 | 3.1 | 1.0 | |
| | Other | 80.0 | 6.7 | 13.3 | 0.0 | |
| Pubs | One person | 73.7 | 13.2 | 7.8 | 5.3 | - |
| | Couple | 69.4 | 18.4 | 4.1 | 8.1 | |
| | With children | 62.2 | 22.4 | 2.0 | 13.4 | |
| | Other | 60.0 | 20.0 | 13.3 | 6.7 | |
| Cinemas | One person | 78.9 | 7.9 | 2.6 | 10.6 | - |
| | Couple | 89.8 | 6.1 | 0.0 | 4.1 | |
| | With children | 82.7 | 9.2 | 6.1 | 2.0 | |
| | Other | 86.7 | 13.3 | 0.0 | 0.0 | |
| Shopping areas | One person | 65.8 | 18.4 | 7.9 | 7.9 | - |
| | Couple | 77.6 | 20.4 | 0.0 | 2.0 | |
| | With children | 69.4 | 18.4 | 11.2 | 1.0 | |
| | Other | 53.3 | 33.3 | 6.7 | 6.7 | |
| Architecture | One person | 89.5 | 5.3 | 5.2 | 0.0 | - (0.054) |
| | Couple | 85.7 | 8.2 | 6.1 | 0.0 | |
| | With children | 77.6 | 13.3 | 6.1 | 3.1 | |
| | Other | 53.3 | 40.0 | 6.7 | 0.0 | |
| Associations | One person | 28.9 | 28.9 | 0.0 | 42.2 | - |
| | Couple | 24.5 | 32.7 | 2.0 | 40.8 | |
| | With children | 38.8 | 31.6 | 2.0 | 27.6 | |
| | Other | 40.0 | 26.7 | 0.0 | 33.3 | |

According to Table 5.11, creative workers seem much less satisfied (45 per cent) than knowledge workers (61 per cent) regarding the quality and range of festival events and cultural activities.

The quality and range of art galleries and museums is also more negatively criticised by creative workers (16 per cent) than by knowledge workers (5.3 per cent), although the difference is not statistically significant.

We also find a slightly higher satisfaction rate for the knowledge workers (89.3 per cent) than for the creative workers (74.7 per cent) regarding the architecture of the city and the quality of its monuments.

Table 5.11 - Satisfaction with city and Sector (Events and cultural activities)

| Satisfaction events and cultural activities | Creative industries | | Knowledge intensive industries | | All workers | |
|---|---------------------|----------|--------------------------------|----------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Rather satisfied | 34 | 45.3 | 46 | 61.3 | 80 | 53.3 |
| Neither | 21 | 28.0 | 26 | 34.7 | 47 | 31.3 |
| Rather unsatisfied | 11 | 14.7 | 1 | 1.3 | 12 | 8.0 |
| No opinion | 9 | 12.0 | 2 | 2.7 | 11 | 7.3 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

*Chi2: ** (.002)*

5.1.4 Satisfaction with the number of associations

As shown in Table 5.12, the difference between creative and knowledge workers regarding the number of associations in Toulouse concerns above all the proportion of people with no opinion, which is high (42.7 per cent) in the creative workers group.

The satisfied are a little bit more numerous in the knowledge intensive industries and a large proportion of knowledge workers (41 per cent) also declare they are neither satisfied nor dissatisfied. This could be related to the fact that this group is actually less involved in associative activities (17 per cent) than creative workers (28 per cent) as Table 5.13 shows.

Table 5.12 - Satisfaction with the city about the number of associations and sector

| Satisfaction with the number of associations | Creative industries | | Knowledge intensive industries | | All workers | |
|--|---------------------|----------|--------------------------------|----------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Rather satisfied | 22 | 29.3 | 26 | 34.7 | 48 | 32.0 |
| Neither | 19 | 25.3 | 31 | 41.3 | 50 | 33.3 |
| Rather unsatisfied | 2 | 2.7 | 0 | 0.0 | 2 | 1.3 |
| No opinion | 32 | 42.7 | 18 | 24.0 | 50 | 33.3 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

*Chi2: * (.028)*

Table 5.13 - Membership to a local association and sector (Question added by our team)

| Membership to a local association | Creative industries | | Knowledge intensive industries | | All workers | |
|-----------------------------------|---------------------|-------------|--------------------------------|-------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Yes | 21 | 28.0 | 13 | 17.3 | 34 | 22.7 |
| No | 54 | 72.0 | 62 | 82.7 | 116 | 77.3 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

Chi2: ns (.119)

5.1.5 Overall concerns on the major problems of the city

Table 5.14 results prove a high degree of concern felt by the surveyed population regarding several issues encountered by the inhabitants in the UAT. Around 70 per cent of the surveyed declare to be very worried or somewhat worried about four major subjects: Traffic (74.5 per cent), Homelessness (71.5 per cent), Air pollution (70 per cent), Affordable housing (69.5 per cent).

It seems interesting to notice that these questions relate to ecological, social and economical dimensions constitute indeed the base of a sustainable development action.

Availability of jobs (52.5 per cent) also appears to be a rather strong preoccupation. This might reveal the rather fragile context in which the employees and graduates feel they evolve in.

Table 5.14 - Overall concerns on the major problems of the city (per cent)

| | Very worried | Somewhat worried | Not particularly worried | Not worried | Not worried at all | Don't know | Total |
|---------------------------------------|--------------|------------------|--------------------------|-------------|--------------------|------------|-------|
| Crime | 4.5 | 23.0 | 45.0 | 12.5 | 11.5 | 3.5 | 100.0 |
| Safety | 4.0 | 26.5 | 42.5 | 16.0 | 10.0 | 1.0 | 100.0 |
| Recreation for teenagers | 2.5 | 11.5 | 34.0 | 24.0 | 5.5 | 22.5 | 100.0 |
| Affordable housing | 21.5 | 48.0 | 11.5 | 10.5 | 2.5 | 6.0 | 100.0 |
| Recreation for seniors | 2.0 | 4.5 | 29.5 | 23.0 | 7.5 | 33.5 | 100.0 |
| Availability of jobs | 11.0 | 41.5 | 30.0 | 9.5 | 3.5 | 4.5 | 100.0 |
| Availability of public transportation | 5.0 | 23.5 | 40.5 | 22.0 | 6.5 | 2.5 | 100.0 |
| Recreation for children | 2.0 | 8.0 | 33.5 | 22.0 | 8.5 | 26 | 100.0 |
| Graffiti | 5.0 | 20.0 | 34.0 | 23.0 | 12.5 | 5.5 | 100.0 |
| Drug | 11.0 | 26.5 | 34.0 | 17.0 | 4.5 | 7.0 | 100.0 |
| Homelessness | 18.0 | 53.5 | 19.5 | 3.0 | 2.0 | 4.0 | 100.0 |
| Anti social behaviour | 14.0 | 33.0 | 40.0 | 8.5 | 2.5 | 2.0 | 100.0 |
| Prostitution | 4.5 | 20.5 | 39.5 | 17.0 | 9.0 | 9.5 | 100.0 |
| Traffic | 28.5 | 46.0 | 19.0 | 4.5 | 1.5 | 0.5 | 100.0 |
| Air pollution | 16.5 | 53.5 | 22.0 | 4.0 | 0.5 | 3.5 | 100.0 |
| Demonstrations | 1.0 | 10.0 | 38.5 | 20.5 | 12.5 | 17.5 | 100.0 |

Tables crossing these different points of worry with gender and age shows that women feel more worried about the availability of recreation for teenagers (Table 5.15A). Regarding drug problems in the city, people aged over 35 appear more worried (49.5 per cent) than the younger (30.1 per cent) (Table 5.16A).

Other significant correlation tests have been found concerning question A8, where people were asked to rate several environmental aspects of the city. One interesting result concerns the recycling collection services which raises more discontentment by people living in Toulouse than by the inhabitants living in the rest of the UAT (Table 5.17A).

5.1.6 Tolerance of Toulouse

More than one third of the surveyed workers and graduates agree with the statement that Toulouse is a place with tensions between people of high income and low income levels (Table 5.18).

Table 5.18 - Tolerance of the city in per cent

| | Strongly agree | Agree | Neither | Disagree | Strongly disagree | Don't know | Total |
|---|----------------|-------------|---------|----------|-------------------|------------|-------|
| City welcoming to people from other countries | 15.0 | 47.5 | 18.0 | 4.5 | 2.0 | 13.0 | 100.0 |
| Visible minorities | 6.5 | 29.5 | 27.0 | 7.0 | 1.5 | 28.5 | 100.0 |
| Lesbian friendly | 5.5 | 22.0 | 12.0 | 2.5 | 0.0 | 58.0 | 100.0 |
| Gay friendly | 7.0 | 22.0 | 13.0 | 3.0 | 0.0 | 55.0 | 100.0 |
| Tensions between different income groups | 5.0 | 33.5 | 28.5 | 11.0 | 3.0 | 19.0 | 100.0 |

5.1.7 Improvement or worsening of the quality of life

Almost one third of the surveyed population consider that the situation has gotten worse (Table 5.19). One of the most cited reason for those people relates to the increase of population in the UAT, the level of traffic and pollution, the rising housing prices and also sometimes the increase of anti-social behaviour.

For those who think the quality of life in Toulouse has improved, reasons often cited are the arrival of the second metro line and the stopping of dangerous chemical activities in Toulouse following the AZF-plant explosion of 2001.

One finds no significant differences between men and women about this question. Correlation test with age and household size variable does neither give any valid result. Although there is neither no strong correlation between the place of residence and the opinion regarding the evolution of the city, people living outside Toulouse in the UAT tend to consider the situation has gotten worse compared to people living in the commune of Toulouse (36 per cent for 27.3 per cent).

Table 5.19 - Quality of life in this city according to the place of residence

| Quality of life in this city | Toulouse | | Elsewhere in the UAT | | Total | |
|------------------------------|----------|-------------|----------------------|-------------|--------|-------------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Improved | 29 | 29.3 | 22 | 22.0 | 51 | 25.6 |
| Stayed the same | 28 | 28.3 | 26 | 26.0 | 54 | 27.1 |
| Gotten worse | 27 | 27.3 | 36 | 36.0 | 63 | 31.7 |
| Dont know | 15 | 15.2 | 16 | 16.0 | 31 | 15.6 |
| TOTAL | 99 | 100.0 | 100 | 100.0 | 199 | 100.0 |

Chi2: ns (.503)

5.1.8 Satisfaction with public services

Next Table 5.20 shows the satisfaction towards the public services. The only significant result turns on the quality of the public transportation system in the UAT, with a higher dissatisfaction in the 35-54 group. All the questions that relate to transports come to the fore regarding the rate of people rather dissatisfied (see overall statistics). A very high satisfaction with the quality of health services is to be noticed among the population over 55 years old. That is to relate to the good position of Midi Pyrénées region regarding health facilities (hospitals, specialised units), medicine and medical research.

Table 5.20 - Age and satisfaction with public services offered in Toulouse (per cent)

| Public services | Age | Rather satisfied | Neither | Rather dissatisfied | Don't know | Significance |
|---|--------------|------------------|---------|---------------------|------------|--------------|
| Quality of public transportation system | 15-34 | 62.1 | 20.7 | 9.2 | 8.0 | * (0.020) |
| | 35-54 | 49.5 | 18.3 | 22.5 | 9.7 | |
| | 55 and older | 56.3 | 43.7 | 0.0 | 0.0 | |
| Transport within the city | 15-34 | 62.1 | 14.9 | 16.1 | 6.9 | - (0.065) |
| | 35-54 | 42.0 | 21.5 | 24.7 | 11.8 | |
| | 55 and older | 50.0 | 37.5 | 6.3 | 6.2 | |
| Connectivity between city and periphery | 15-34 | 19.5 | 34.6 | 37.9 | 8.0 | - |
| | 35-54 | 20.3 | 23.7 | 45.2 | 10.8 | |
| | 55 and older | 12.5 | 37.5 | 43.8 | 6.2 | |
| Safety on the streets | 15-34 | 49.4 | 35.6 | 12.6 | 2.3 | - |
| | 35-54 | 46.2 | 25.8 | 14.0 | 14.0 | |
| | 55 and older | 43.7 | 31.3 | 18.7 | 6.3 | |
| Police services | 15-34 | 24.1 | 40.2 | 18.4 | 17.3 | - |
| | 35-54 | 16.1 | 43.0 | 17.2 | 23.7 | |
| | 55 and older | 25.0 | 37.5 | 25.0 | 12.5 | |
| Number of bicycle lanes | 15-34 | 19.5 | 26.5 | 42.5 | 11.5 | - |
| | 35-54 | 16.1 | 17.2 | 51.6 | 15.1 | |
| | 55 and older | 18.8 | 31.3 | 25.0 | 25 | |
| Quality of tourist attractions | 15-34 | 34.5 | 39.1 | 11.5 | 14.9 | - |
| | 35-54 | 34.4 | 30.1 | 14 | 21.5 | |
| | 55 and older | 37.5 | 50 | 0 | 12.5 | |
| Social security | 15-34 | 40.2 | 40.2 | 4.6 | 15 | - (0.061) |
| | 35-54 | 32.3 | 34.4 | 7.5 | 25.8 | |
| | 55 and older | 68.8 | 12.5 | 0 | 18.7 | |
| Quality of health services | 15-34 | 62.2 | 21.8 | 3.4 | 12.6 | - |
| | 35-54 | 67.7 | 12.9 | 4.3 | 15.1 | |
| | 55 and older | 93.8 | 6.2 | 0 | 0 | |

Higher dissatisfaction rates are reached when addressing the question of the quality of services provided by the city (Table 5.21). A threshold of 20 per cent can be chosen here to observe which subjects let which type of household rather dissatisfied. As seen before, transports related questions match the higher degree of discontent for most of the households categories.

Only one correlation can be found on the quality of health services that seems to bring more satisfaction to people with children than to couples.

Table 5.21 – Satisfaction of the quality of services according to the type of household

| Quality of services | Type of household | Rather satisfied | Neither | Rather Dissatisfied | Don't know | Significance |
|---|-------------------|------------------|---------|---------------------|------------|--------------|
| Quality of public transportation system | One person | 63.2 | 23.7 | 2.6 | 10.5 | - (0.107) |
| | Couple | 59.2 | 20.4 | 12.2 | 8.2 | |
| | With children | 48.0 | 21.4 | 22.4 | 8.2 | |
| | Other | 73.3 | 26.7 | 0.0 | 0.0 | |
| Transport within the city | One person | 63.2 | 18.4 | 5.3 | 13.2 | - |
| | Couple | 53.1 | 18.4 | 20.4 | 8.2 | |
| | With children | 42.9 | 22.4 | 25.5 | 9.2 | |
| | Other | 66.7 | 20.0 | 13.3 | 0.0 | |
| Connectivity between city and periphery | One person | 15.8 | 36.8 | 31.6 | 15.8 | - |
| | Couple | 12.2 | 30.6 | 49 | 8.2 | |
| | With children | 23.5 | 26.5 | 41.8 | 8.2 | |
| | Other | 20.0 | 46.7 | 33.3 | 0.0 | |
| Safety on the streets | One person | 57.9 | 28.9 | 13.2 | 0.0 | - |
| | Couple | 53.1 | 26.5 | 14.3 | 6.1 | |
| | With children | 39.8 | 32.7 | 14.3 | 13.2 | |
| | Other | 53.3 | 40.0 | 6.7 | 0.0 | |
| Police services | One person | 26.3 | 36.8 | 21.1 | 15.8 | - |
| | Couple | 24.5 | 40.8 | 18.4 | 16.3 | |
| | With children | 16.3 | 42.9 | 16.3 | 24.5 | |
| | Other | 13.3 | 60.0 | 20.0 | 6.7 | |
| Number of bicycle lanes | One person | 15.8 | 15.8 | 50.0 | 18.4 | - |
| | Couple | 18.4 | 28.6 | 36.7 | 16.3 | |
| | With children | 17.3 | 22.4 | 49.0 | 11.2 | |
| | Other | 20.0 | 26.7 | 40.0 | 13.3 | |
| Quality of tourist attractions | One person | 28.9 | 36.8 | 13.2 | 21.1 | - |
| | Couple | 20.4 | 46.9 | 12.2 | 20.5 | |
| | With children | 43.9 | 30.6 | 11.2 | 14.3 | |
| | Other | 33.3 | 40.0 | 6.7 | 20.0 | |
| Social security | One person | 39.5 | 42.1 | 2.6 | 15.8 | - (0.071) |
| | Couple | 28.6 | 44.9 | 2.0 | 24.5 | |
| | With children | 41.8 | 32.7 | 6.1 | 19.4 | |
| | Other | 46.7 | 6.7 | 20.0 | 26.6 | |
| Quality of health services | One person | 60.5 | 23.7 | 0.0 | 15.8 | ** (0.007) |
| | Couple | 51.0 | 30.6 | 4.1 | 14.3 | |
| | With children | 75.5 | 9.2 | 3.1 | 12.2 | |
| | Other | 80.0 | 0.0 | 13.3 | 6.7 | |

❖ *Satisfaction with police services*

In the next table (5.22), the correlation is first of all due to a difference as far as the answer 'no opinion' is concerned. Creative workers are more doubtful about this question. We can by another way state that knowledge intensive industries workers feel more dissatisfied with police services than creative sectors workers.

Table 5.22 - Satisfaction with police services and sectors

| Satisfaction with police services | Creative industries | | Knowledge intensive industries | | All workers | |
|-----------------------------------|---------------------|-------------|--------------------------------|------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Rather satisfied | 14 | 18.7 | 16 | 21.3 | 30 | 20.0 |
| Neither | 26 | 34.7 | 35 | 46.7 | 61 | 40.7 |
| Rather dissatisfied | 10 | 13.3 | 17 | 22.7 | 27 | 18.0 |
| Don't know | 25 | 33.3 | 7 | 9.3 | 32 | 21.3 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

*Chi2: ** (.004)*

❖ *Connectivity between city and periphery*

This question raises more dissatisfaction in the creative workers population (45.3 per cent) than in the knowledge workers' one (36 per cent), but here again, the correlation test is not valid.

5.2 Satisfaction with job and work environment

5.2.1 Overall satisfaction with job

High rates of satisfaction concern intellectually stimulating aspect of the job, the friendliness of the working environment, the scope for using own initiative, the sense of achievement drawn from the work (Table 5.23).

These figures reveal the importance of soft factors at the work place, that would come prior to soft factors offered by the city in general and the neighbourhood chosen to live, which can depend on constraints like distance to work, schools, etc.

Table 5.23 - Satisfaction with the current job (per cent)

| Reasons of satisfaction | Very satisfied | Satisfied | Neither | Dis-satisfied | Very dis-satisfied | Don't know | Total |
|----------------------------------|----------------|-------------|---------|---------------|--------------------|------------|-------|
| Sense of achievement | 19.0 | 59.5 | 14.5 | 4.5 | 1.0 | 1.5 | 100.0 |
| Own initiative | 29.0 | 45.5 | 17.0 | 6.0 | 1.5 | 1.0 | 100.0 |
| Influence over your job | 44.0 | 46.5 | 5.0 | 2.5 | 1.0 | 1.0 | 100.0 |
| Facilities in the workplace | 19.5 | 42.5 | 24.0 | 10.5 | 0.5 | 3.0 | 100.0 |
| Intellectually stimulating | 33.5 | 46.0 | 14.0 | 3.0 | 2.5 | 1.0 | 100.0 |
| Friendliness working environment | 26.5 | 49.5 | 14.5 | 5.5 | 2.0 | 2.0 | 100.0 |
| Training received | 9.5 | 38.5 | 24.0 | 11.0 | 4.0 | 13.0 | 100.0 |
| Amount of pay | 5.0 | 28.0 | 30.5 | 26.0 | 7.0 | 3.5 | 100.0 |
| Amount of holyday | 16.0 | 46.0 | 20.5 | 8.5 | 5.0 | 4.0 | 100.0 |
| Job security | 16.0 | 38.0 | 25.0 | 7.0 | 9.5 | 4.5 | 100.0 |
| Career advancement | 8.5 | 30.5 | 31.5 | 14.5 | 5.5 | 9.5 | 100.0 |
| Professional / personal life | 12.5 | 45.5 | 24.0 | 12.0 | 5.0 | 1.0 | 100.0 |
| Meet and network | 17.5 | 43.5 | 26.5 | 7.5 | 1.0 | 4.0 | 100.0 |
| Overall satisfaction | 17.5 | 62.5 | 14.5 | 2.5 | 1.5 | 1.5 | 100.0 |

A majority of workers feel rather satisfied in general regarding their job environment. Creative workers appear to be slightly more satisfied globally than knowledge workers (Table 5.24).

Other calculations indicate that knowledge and creative workers are equally satisfied (32 per cent) or dissatisfied (29 per cent) regarding the amount of pay they receive through their activity.

Table 5.24 - Overall satisfaction with job and sectors

| Overall satisfaction with job | Creative industries | | Knowledge intensive industries | | All workers | |
|-------------------------------|---------------------|-------------|--------------------------------|------------|-------------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Rather satisfied | 62 | 82.7 | 58 | 77.3 | 120 | 80.0 |
| Neither | 13 | 17.3 | 10 | 13.3 | 23 | 15.3 |
| Rather dissatisfied | 0 | 0 | 7 | 9.3 | 7 | 4.7 |
| TOTAL | 75 | 100.0 | 75 | 100.0 | 150 | 100.0 |

*Chi2: * (.023)*

5.2.2 Commuting and overall satisfaction with job

People traveling less than 30 minutes to go to work are globally less dissatisfied with their job (13.9 per cent) than workers with a longer travel time (29.6 per cent) (Table 5.25). A correlation exists between these two variables, and this brings back to mind the importance of time spent to move from one point to another in the city and the crucial issues of transport and mobility in the UAT.

Table 5.25 – Time traveled to work (A13) and overall satisfaction with job

| | Rather satisfied | | Rather dissatisfied | | No opinion | | Total | |
|----------------------|------------------|----------|---------------------|----------|------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent | Number | Per cent |
| Less than 30 minutes | 121 | 84.0 | 20 | 13.9 | 3 | 2.1 | 144 | 100.0 |
| More than 30 minutes | 38 | 70.4 | 16 | 29.6 | 0 | 0.0 | 54 | 100.0 |
| TOTAL | 159 | 80.3 | 36 | 18.2 | 3 | 1.5 | 198 | 100.0 |

*Chi2: * (0.025)*

5.2.3 Income and overall satisfaction with job

No statistical correlation can be established between these two factors of income and satisfaction with job (Table 5.26).

Table 5.26 - Income and overall satisfaction with job

| | Rather satisfied | | Rather dissatisfied | | Total | |
|-----------------------------|------------------|----------|---------------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Less than 3000 euros | 74 | 79.6 | 17 | 18.3 | 93 | 100.0 |
| Between 3000 and 5000 euros | 50 | 76.9 | 14 | 21.5 | 65 | 100.0 |
| More than 5000 euros | 36 | 85.7 | 6 | 14.3 | 42 | 100.0 |
| TOTAL | 160 | 80.0 | 37 | 18.5 | 200 | 100.0 |

Chi2: ns (0.478)

5.2.4 *Satisfaction with job and expected time in company*

Crossing the question of the overall satisfaction with job and the expected time in company provides a strong correlation: the longer expected the more satisfied (Table 5.27).

Table 5.27 - Expected time in company and overall satisfaction with job

| | Less than 3 years | | Between 3 and 5 years | | More than 5 years | | Don't know | | Total | |
|---------------------|-------------------|-------------|-----------------------|----------|-------------------|-------------|------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Per cent | Per cent | Number | Per cent | Number | Per cent |
| Rather satisfied | 17 | 56.7 | 18 | 94.7 | 69 | 90.8 | 53 | 74.6 | 157 | 100.0 |
| Rather dissatisfied | 13 | 43.3 | 1 | 5.3 | 7 | 9.2 | 15 | 21.1 | 36 | 100.0 |
| No opinion | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 3 | 4.2 | 3 | 100.0 |
| TOTAL | 30 | 100.0 | 19 | 100.0 | 76 | 100.0 | 71 | 100.0 | 196 | 100.0 |

*Chi2: *** (0.000)*

5.2.5 *Hours worked and satisfaction with job*

Table 5.28 shows quite obvious and coherent results like the correlation between a high amount of time spent in job weekly and a higher dissatisfaction regarding the ability to balance professional and personal life or the amount of holiday time.

Those whose hours vary ever week feel also more unstable and experience higher concern regarding job security. People working 43 hours and over enjoy however great satisfaction with the intellectually stimulating aspect of their job.

Table 5.28 - Hours worked and satisfaction with job (per cent)

| Satisfaction with job | Hours worked | Rather satisfied | Neither | Rather dissatisfied | Don't know | Significance |
|---|--------------------|------------------|---------|---------------------|------------|--------------|
| Sense of achievement | Less than 42 hours | 74.5 | 16.1 | 7.5 | 1.9 | - |
| | More than 43 hours | 84.8 | 10.6 | 4.6 | 0.0 | |
| | Varies ever week | 80.8 | 19.2 | 0.0 | 0.0 | |
| Own initiative | Less than 42 hours | 67.9 | 22.6 | 8.6 | 0.9 | - |
| | More than 43 hours | 84.8 | 7.6 | 7.6 | 0.0 | |
| | Varies ever week | 76.9 | 19.2 | 3.9 | 0.0 | |
| Influence over your job | Less than 42 hours | 86.8 | 6.6 | 5.7 | 0.9 | - |
| | More than 43 hours | 95.5 | 4.5 | 0.0 | 0.0 | |
| | Varies ever week | 96.2 | 0.0 | 3.8 | 0.0 | |
| Facilities in the workplace | Less than 42 hours | 62.3 | 25.5 | 10.3 | 1.9 | * (0.030) |
| | More than 43 hours | 65.2 | 19.7 | 15.1 | 0.0 | |
| | Varies ever week | 53.8 | 30.8 | 3.9 | 11.5 | |
| Intellectually stimulating | Less than 42 hours | 69.8 | 21.7 | 7.5 | 0.9 | * (0.011) |
| | More than 43 hours | 90.9 | 7.6 | 1.5 | 0.0 | |
| | Varies ever week | 92.3 | 0.0 | 7.7 | 0.0 | |
| Friendliness of the working environment | Less than 42 hours | 74.5 | 14.2 | 9.4 | 1.9 | - |
| | More than 43 hours | 83.3 | 10.6 | 6.1 | 0.0 | |
| | Varies ever week | 65.4 | 26.9 | 3.8 | 3.9 | |
| Training received | Less than 42 hours | 46.2 | 25.5 | 17.9 | 10.4 | - |
| | More than 43 hours | 54.5 | 19.7 | 12.1 | 13.6 | |
| | Varies ever week | 38.5 | 30.8 | 11.5 | 19.2 | |

| | | | | | | |
|--------------------------------------|--------------------|-------------|------|-------------|------|-------------|
| Amount of pay received | Less than 42 hours | 28.3 | 34.9 | 34.0 | 2.8 | - |
| | More than 43 hours | 45.5 | 19.7 | 31.8 | 3.0 | |
| | Varies ever week | 19.2 | 42.3 | 34.6 | 3.8 | |
| Amount of holiday | Less than 42 hours | 71.7 | 16.0 | 9.4 | 2.8 | *** (0.001) |
| | More than 43 hours | 59.1 | 16.7 | 21.2 | 3.0 | |
| | Varies ever week | 30.8 | 50.0 | 11.5 | 7.7 | |
| Job security | Less than 42 hours | 60.4 | 26.4 | 10.4 | 2.8 | *** (0.001) |
| | More than 43 hours | 56.1 | 22.7 | 15.2 | 6.1 | |
| | Varies ever week | 23.1 | 26.9 | 46.2 | 3.8 | |
| Prospects for career advancement | Less than 42 hours | 35.8 | 29.2 | 27.4 | 7.5 | - |
| | More than 43 hours | 50.0 | 30.3 | 9.1 | 10.6 | |
| | Varies ever week | 26.9 | 42.3 | 19.2 | 11.5 | |
| Balance professional & personal life | Less than 42 hours | 67.0 | 24.5 | 7.5 | 0.9 | ** (0.007) |
| | More than 43 hours | 45.5 | 27.2 | 27.3 | 0.0 | |
| | Varies ever week | 53.8 | 15.4 | 30.8 | 0.0 | |
| Meet and networks | Less than 42 hours | 55.7 | 30.2 | 9.4 | 4.7 | - |
| | More than 43 hours | 72.7 | 18.2 | 6.1 | 3.0 | |
| | Varies ever week | 53.8 | 34.6 | 11.5 | 0.0 | |
| Overall satisfaction with job | Less than 42 hours | 75.5 | 17.0 | 6.6 | 0.9 | - |
| | More than 43 hours | 89.4 | 9.1 | 0.0 | 1.5 | |
| | Varies ever week | 76.9 | 19.2 | 3.9 | 0.0 | |

5.3 Satisfaction with neighbourhood and living environment

A large majority of the sample declare to be satisfied with the overall quality of life in the neighbourhood (Tables 5.29 and 5.30). 17.8 per cent of the creative workers say their neighbourhood generally do not live up to their expectations (versus 6.8 per cent for the knowledge intensive workers). This might confirm that these workers are more demanding than the knowledge workers regarding their living conditions.

Table 5.29 - Overall quality of life in neighbourhood

| | Number | Per cent |
|----------------------|--------|----------|
| Very Satisfied | 40 | 20.0 |
| Quite Satisfied | 105 | 52.5 |
| Somewhat unsatisfied | 48 | 24.0 |
| Very unsatisfied | 4 | 2.0 |
| Dont know | 3 | 1.5 |
| TOTAL | 200 | 100.0 |

Table 5.30 - Has neighbourhood lived up to your expectation

| | Number | Per cent |
|-------|--------|----------|
| Yes | 172 | 88.2 |
| No | 23 | 11.8 |
| TOTAL | 195 | 100.0 |

As shown in Table 5.31, **subject that generates the most dissatisfaction among the surveyed population is related to the transport issue.** A high proportion of the interviewees

is rather dissatisfied with the access to public transport (43 per cent), the level of pollution (46.5 per cent) and the traffic noise (37.5 per cent).

Questions linked to neighbourhood also raise some discontent among inhabitants. Over 30 per cent are rather dissatisfied with the degree of social interaction between neighbours (34.5 per cent), with the appearance of the neighbourhood (30.5 per cent) and the access to public spaces (33 per cent).

Nearness to employment emerges also as a rather strong preoccupation for 31.5 per cent of the surveyed. The overall quality of life is judged unsatisfying for 26 per cent of the sample.

Although statistically not significant, we can observe a difference between creative and knowledge workers concerning the transport within the city. The first group is more often dissatisfied (25.3 per cent) than the second (14.7 per cent).

Table 5.31 - Satisfaction with neighbourhood and living environment (per cent)

| | Very satisfied | Quite satisfied | Somewhat unsatisfied | Very unsatisfied | No opinion | Total |
|---------------------------------------|----------------|-----------------|----------------------|------------------|------------|-------|
| Nearness to employment | 33.5 | 31.0 | 22.0 | 9.5 | 4.0 | 100.0 |
| Personal safety | 29.5 | 48.5 | 15.5 | 2.0 | 4.5 | 100.0 |
| Level of traffic noise | 27.5 | 33.5 | 23.0 | 14.5 | 1.5 | 100.0 |
| Level of pollution | 17.5 | 32.0 | 31.5 | 15.0 | 4.0 | 100.0 |
| Provision of childcare | 10.5 | 17.0 | 15.0 | 10.0 | 47.5 | 100.0 |
| Provision of healthcare facilities | 10.5 | 39.5 | 24.0 | 5.0 | 21.0 | 100.0 |
| Social interaction between neighbours | 16.0 | 44.5 | 26.5 | 8.0 | 5.0 | 100.0 |
| Appearance of the neighbourhood | 17.5 | 46.0 | 22.0 | 8.5 | 6.0 | 100.0 |
| Access to commercial facilities | 23.0 | 47.0 | 24.0 | 5.0 | 1.0 | 100.0 |
| Access to public spaces | 16.5 | 42.0 | 28.0 | 5.0 | 8.5 | 100.0 |
| Access to public transport | 20.0 | 31.0 | 25.5 | 17.5 | 6.0 | 100.0 |
| Overall quality of life | 20.0 | 52.5 | 24.0 | 2.0 | 1.5 | 100.0 |

5.4 Synthesis about satisfaction with city, job and neighbourhood

The three following bivariate tables allow us to see if there is any correlation between the three most crucial dependent variables, ie. satisfaction with the city, satisfaction with the job and work environment and satisfaction with the neighbourhood and living environment. We find only one relation between satisfaction with the city and the neighbourhood as next table shows.

Table 5.32 - Overall satisfaction with the city and overall satisfaction with neighbourhood

| Overall Satisfaction with the City | | Satisfaction with neighbourhood | | Total |
|------------------------------------|---|---------------------------------|---------------------|-------|
| | | Rather satisfied | Rather dissatisfied | |
| Rather satisfied | Number | 83 | 20 | 103 |
| | % in Overall Satisfaction with the City | 80.6 | 19.4 | 100.0 |
| | % in satisfaction with neighbourhood | 78.3 | 52.6 | 71.5 |
| Rather dissatisfied | Number | 23 | 18 | 41 |
| | % in Overall Satisfaction with the City | 56.1 | 43.9 | 100.0 |
| | % in satisfaction with neighbourhood | 21.7 | 47.4 | 28.5 |
| TOTAL | Number | 106 | 38 | 144 |
| | % in Overall Satisfaction with the City | 73.6 | 26.4 | 100.0 |
| | % in satisfaction with neighbourhood | 100.0 | 100.0 | 100.0 |

*Chi2: ** (0.003)*

Table 5.33 - Satisfaction with job and satisfaction with neighbourhood

| Overall Satisfaction with the job | | Satisfaction with neighbourhood | | Total |
|-----------------------------------|--------------------------------------|---------------------------------|---------------------|-------|
| | | Rather satisfied | Rather dissatisfied | |
| Rather satisfied | Number | 88 | 30 | 118 |
| | % in Overall Satisfaction with Job | 74.6 | 25.4 | 100.0 |
| | % in satisfaction with neighbourhood | 81.5 | 76.9 | 80.3 |
| Rather dissatisfied | Number | 20 | 9 | 29 |
| | % in Overall Satisfaction with Job | 69.0 | 31.0 | 100.0 |
| | % in satisfaction with neighbourhood | 18.5 | 23.1 | 19.7 |
| TOTAL | Number | 108 | 39 | 147 |
| | % in OverallSatisfJob | 73.5 | 26.5 | 100.0 |
| | % in satisfaction with neighbourhood | 100.0 | 100.0 | 100.0 |

Chi2: ns

Table 5.34 - Overall satisfaction with job and overall satisfaction with the city

| Overall satisfaction with job | | Overall Satisfaction with the City | | Total |
|-------------------------------|---|------------------------------------|---------------------|-------|
| | | Rather satisfied | Rather dissatisfied | |
| Rather satisfied | Number | 84 | 34 | 118 |
| | % in Overall Satisfaction with Job | 71.2 | 28.8 | 100.0 |
| | % in Overall Satisfaction with the City | 80.8 | 79.1 | 80.3 |
| Rather dissatisfied | Number | 20 | 9 | 29 |
| | % in Overall Satisfaction with Job | 69.0 | 31.0 | 100.0 |
| | % in Overall Satisfaction with the City | 19.2 | 20.9 | 19.7 |
| TOTAL | Number | 104 | 43 | 147 |
| | % in Overall Satisfaction with the Job | 70.7 | 29.3 | 100.0 |
| | % in Overall Satisfaction the City | 100.0 | 100.0 | 100.0 |

Chi2: ns

Table 5.35 - Crossing the three dependent variables and a set of crucial independent variables

| | Satisfaction with the city | Satisfaction with the job | Satisfaction with the neighbourhood |
|---|---|---|---|
| Sector | ns | ns | ns |
| Size of the company (self-employed, < 10, over 10 employees) | ns | ns | ns (but self-employed are less satisfied) |
| Place of residence1 (Toulouse or the rest of the metropolitan area) | ns | * (people living in the commune of Toulouse more satisfied) | * (people living in the commune of Toulouse more dissatisfied: 37.7% vs 17.7%) |
| Place of residence2 (Toulouse, first ring or rest of the metropolitan area) | ns | ns (but the farther they live the more dissatisfied) | *** (people living in the city center and in the periphery are more satisfied than those living in the first ring) |
| Critic about soft factors (A16-A19) | ns | ns | ns (but those dissatisfied with the neighbourhood criticise more severely the soft factors) |
| Travel to work distance | ns | ns | ns |
| Importance regarding the distance from home to work (C5) | ns | ns | ns |
| Gender | ns (but men more dissatisfied) | * (women are more dissatisfied) | ns |
| Household structure | ns | ns | ns (but people living alone are less satisfied) |
| Occupation | ns | ns (but managers more satisfied) | ns |
| Place of birth | ns (but born in France more discontent) | ns | ns |

ns: non significant Chi2

Several logistic regressions have been tried without success. Actually too few variables allow us to elaborate multivariate models because few correlations do appear in the suggested variables.

Satisfaction with the neighbourhood is strongly related to the satisfaction with the city. We can notice some differences between the different parts of the city (Table 5.36). **Those living in the first ring appear globally more dissatisfied than the inhabitants of the city center and the inhabitants of farther periphery.**

Table 5.36 - Parameters Estimates

| Satisfaction with neighbourhood (a) | | B | Error std. | Signif. | Confidence interval 95 per cent for Exp(B) | |
|-------------------------------------|---------------------------|--------|------------|---------|--|-------------|
| | | | | | Lower bound | Upper bound |
| rather | Constant | 1.222 | 0.466 | 0.009 | | |
| satisfied | [location_house2=1.00] | -1.116 | 0.647 | 0.085 | 0.092 | 1.165 |
| | [location_house2=2.00] | -1.904 | 0.506 | 0.000 | 0.055 | 0.401 |
| | [location_house2=3.00] | 0(b) | . | . | . | . |
| | [OverallSatisfCity2=1.00] | 1.371 | 0.443 | 0.002 | 1.653 | 9.380 |
| | [OverallSatisfCity2=2.00] | 0(b) | . | . | . | . |

a State of reference: rather dissatisfied.

b This parameter is reset to 0 because it is superfluous

Pseudo R-deux

| | |
|--------------|-------|
| Cox et Snell | 0.166 |
| Nagelkerke | 0.243 |
| McFadden | 0.157 |

6.1 General conclusions

We are now able to produce a synthesis of ACRE survey first results for Toulouse. These outcomes can be compared with a set of four previous surveys conducted by our research group in 1991, 1992, 2001 and 2006.

1) A study based on biography oriented interviews of 90 engineers of the Toulouse agglomeration working in the high technologies sector took place in 1991. These interviewees belong to the knowledge workers' category targeted in the ACRE survey. They are particularly numerous in Toulouse compared to other French regional metropolises.

2) A study carried out in 1992 addressed the trajectories of 1,117 salaried people coming from two technological parks of the Toulouse agglomeration, 244 of them having achieved at least a First Master degree. This study also concerns the knowledge workers category, approached through other selection and survey processes.

3) A study focusing on trajectories and social networks of 300 individuals aged over 18 and living in the Toulouse agglomeration has been achieved in 2001. This representative population includes a sub-category of executives and higher intellectual professions that constitutes about one fourth of the sample.

4) A study conducted in 2006 deals with 50 innovating companies created in the Midi-Pyrénées region, 32 of them being located in Toulouse. Here again, knowledge workers are concerned, but one stresses this time on their involvement in activities implying creativity, at least from an economical point of view.

In this provisory synthesis, we will first of all resume the characteristics of the 200 individuals sample elaborated in the ACRE survey context. Then we will address the central issue of the study by analysing the logics that have driven the surveyed people in their decision to live and work in Toulouse. Thereafter, we will look at the way this population spreads out in the agglomeration and we will try to understand the logics behind the choice of a place to live in the city. At last, we will compare the knowledge and the creative workers about several issues addressed in the ACRE survey and draw some final concluding remarks.

6.1.1 *Why did they come to Toulouse?*

The central question of this study turns on the location choices of people. The task therefore is to analyse the logics explaining that Toulouse has attracted and accomodated people considered as creative. However one cannot do as if this choice was out of touch with prior trajectories of individuals. Choosing a city where to work is indeed not similar for those who

are born or who have studied there, and for those experiencing mobility during their career and choosing between equivalently known cities, where they would have or not family, friends or acquaintances.

This explains why we start with elements related to the *anterior trajectory of people*. This topic is actually addressed in the ACRE survey, but only indirectly through questions about prior place of residence and place of birth.

The first statement we can draw from previous surveys conducted by the Toulouse team is that interviewed **engineers, executives and researchers massively hail from the Midi-Pyrénées region**¹. In the first survey (1991), 47 per cent of the 90 engineers were born in the region, 60 per cent of them having studied or worked outside before moving back to their native environment. In the second survey (1992), 43 per cent of the engineers were born in the Midi-Pyrénées region (but only 28 per cent for those with a Master 1 degree). As far as this population (with at least M1 degree) is concerned in the third survey (2001), 42 per cent of the 70 interviewed graduates are born in the Midi-Pyrénées region (40 per cent of them in the Toulouse agglomeration), 50 per cent have graduated A-Level there. In the fourth survey (2006), among 80 founders of the 50 innovative companies, 50 per cent are born in the Midi-Pyrénées region.

One outcome of the ACRE survey, which takes a wider population into account, is that about one third of the surveyed people hails from Midi-Pyrénées region. To this result should be added 16 per cent of the surveyed population native from adjacent regions, which amounts to nearly 50 per cent the share of people originating from the 'region', taken in its widest sense (Midi-Pyrénées plus adjacent regions form what we call here the 'Great South West' of France).

The proportion of those that are born in the Midi-Pyrénées region only is slightly higher for those working in the knowledge intensive industries (35.1 per cent) than in the creative industries (29.7 per cent). Maximum is reached for the graduates (38 per cent) but this proportion remains high whatever the scenario (the difference between knowledge and creative workers is not significant).

The first attraction factor to Toulouse is to be born in the region or next to it. For those in this case, a typical attraction factor of the Toulouse agglomeration is to be the main place where to study. One should stress herein the regional context in which the second ranked agglomeration accounts 10 times less inhabitants than the regional metropolis and a much more limited higher education offer. It should be nonetheless underlined that the attraction area of the Toulouse higher education institutions is usually wider than the only Midi-Pyrénées region and includes significant portions of adjacent regions. 90 per cent of those born in the region have also studied there.

¹ Those people having developed a quite strong link with the region either through their origins or through their studies can be qualified as 'local', as opposed to 'external' people whose first entry to the region is related to a job opportunity.

Knowledge workers have studied more massively in the agglomeration than the average of the surveyed population². ACRE survey shows that 46.7 per cent of the 150 employees surveyed have graduated in Toulouse or in the Midi-Pyrénées region.

Including graduates, 31.3 per cent of the surveyed came to Toulouse to study without being born in the region, one fourth of them coming from adjacent regions. Among foreigners, 68.8 per cent came for their studies.

If one puts aside the surveyed from adjacent regions, about one fourth of the sample came from outside to study in Toulouse, 17.6 per cent if one removes graduates. Why did they stay? Either because they have found wife/husband here (this case concerns a majority), or because they found their first job in the agglomeration.

If one cumulates these two first types of trajectories, one can still register 64 per cent of the surveyed population, 51 per cent by drawing graduates out of the sample. For all those people, Toulouse has not been chosen among equivalent places regarding what they knew of it and regarding the social links they could maintain there.

Let's focus now on those people who came to spend a part of their career in Toulouse without being born in the region or having studied there. **A very large majority of them came for professional opportunity or constraint, either for themselves or for their spouse.**

The same statement as in prior studies³ comes to view in the ACRE outcomes 2007. If one considers only the 57 interviewees who are not born in the Greater South West region and who have not studied there, the first reason for living here is **employment** (45.6 per cent ranked first, plus 3.6 per cent as secondary reason) or spouse's employment (15.8 per cent ranked first, plus 3.5 as secondary reason). Always considering this population, 49.1 per cent say they live in this city because they found employment here and 5 per cent because their spouse has found employment here. Only 19 per cent say that themselves or their spouse chose to live in this city before finding a job there. One can therefore estimate that on the whole sample, only **about 5 per cent** do not match the three types of trajectories we just have described.

Location choices that are related neither to the place of birth, nor to education (studies) nor to career opportunities or constraints are therefore seldom.

In the first survey (1991), they represent five individuals out of 90; they are young engineers making a couple's choice. Reasons they give put forward the climate, the possibility to live in a nearly rural environment next to the agglomeration, and a more quiet daily rhythm than in

² As a comparative basis, 20 per cent of the engineers of the first survey (1991) came to Toulouse for the first time to graduate, to which should be added the greatest part of the 47 per cent born there. In the second survey, 48 per cent of engineers or executives with M1 degree have studied in Toulouse (and only 28 per cent are born in the region, 20 per cent came to Toulouse to study).

³ Thus in the first survey (1991), among the 90 engineers, 21 out of 31 who came to Toulouse during their career did it because of their own or spouse's employment delocalisation. Among the 10 remaining, 5 arrived in Toulouse for higher wage and more interesting job reasons. Then 26 out of 31 surveyed moved for job related reasons.

the parisian region or the North of France. Same configuration is to be found for companies founders of the fourth survey (2006): in nine per cent of the cases, creation is related to a residential familial choice (rather during the middle of the life in this case). Here again, same reasons are put forward, but one part of these cases is also due to a choice of moving back to the native region.

In the ACRE study, we have seen before that about five per cent of the surveyed are placed in this configuration. Aside from trajectory or employment reasons, very few factors come to the fore as first reason in question A3. Only the size of the city as well as the proximity to natural environment appear more than once in the first rank for those people, but figures we obtain are really small ones. On the other hand, we can state that for the whole people not born and not having studied in the region, proximity to natural environment as well as the overall friendliness of the city emerge as frequently second ranked reasons (respectively 26.3 per cent and 31.6 per cent).

Trying to make a synthesis, we realise that **factors explaining the arrival of those people in the agglomeration are essentially related to trajectory effects in which *thoughtful choices bearing exclusively on location are very limited.***

Working hypotheses of the project prove difficult to apply in the Toulouse case because they rely on the idea that people choose individually and thoughtfully their place to live in, whereas in the studies we have conducted, this situation appears relatively seldom regarding inertia or constraint effects linked to the past trajectory of people. Most of the time, interviewees have not chosen to live and work in Toulouse, putting the city in balance with others. This choice is in keeping with the continuity of situations, relations and involvements of any kind. The decision has often not been taken individually but as a conciliation between several involved people.

Dividing the sample into three types of trajectories – those born in the region (64, 32.4 per cent); studied without being born here (62, 31.3 per cent) and those who are in none of these situations (72, 36.4 per cent), one can check if differences exist between these categories regarding other variables. Gender and age give no significant difference. Education level is slightly higher for those born in the region (4.7 per cent of A-Levels and 12.5 per cent of PhD) and lower for those completely external (16.9 per cent A-Levels, 5.6 per cent PhD).

Thus the more mobile are not the most educated. Although the three categories differ for the number of years spent in Toulouse, this figure is very high even for the third category (more than 80 per cent are here for more than two years).

Knowledge workers are more often local, ie. they hail more often from the region (35.1 per cent) or have studied in the region (24.3 per cent) than those who work in the creative industries (respectively 25.7 per cent and 17.6 per cent). One notice no significant difference between wages levels. Professional and customer service clerks are a little bit more local and the ‘other professionals’ more external. Regarding assessment on city or on working conditions, differences between the three categories are seldom significant. Those born in the region criticise more severely the working environment, traffic noise and the cost of living, whereas the externals upbraid the quality of health system as well as the lack of interactions

with neighbours. They are more numerous to find that the overall cost of living is cheap in Toulouse.

In a nutshell, what explains the presence in Toulouse of the surveyed is first of all trajectory characteristics (place of birth, school, higher education) and thereafter opportunities or constraints related to employment. In a residual way appears a small category of people that have first of all chosen the city for its proximity to the rural milieu and its friendliness. For the remaining factors, sedentary and mobile, local and external people differentiate little from each others.

6.1.2 *Why this part of the agglomeration and what differences according to the location?*

People interviewed in the surveys used for this comparison are rather ‘knowledge workers’ than ‘creative’. They live mainly in some areas of the periphery and less often in the city center. The main reason for this is that their jobs are concentrated in the surroundings of the city centre as well as in adjacent communes. This is due to urban planning policies led in the 1960s (zoning and spatial specialisation according to activities), in the 1980s (technological parks) and to the weakness of the collective transportation systems which makes it difficult to live in the city-center and to work in the periphery. But on the other hand, in the available studies, artistic or creative professions are slightly more concentrated in the city center and in the central part of this city.

If people with artistic professions tend rather to live in the city center, the reasons for this are similar to the ones that explain the knowledge workers’ concentration in the periphery. All the studies conducted in Toulouse on the choices for place of residence show they result from an arbitration between spouses’ workplaces (the most often in favor of the wife’s workplace). We therefore have to understand why technological activities have concentrated rather in the periphery, whereas artistic activities have tended to be settled in the city-center. Once these essential variables are taken into account, the potential role of way of life elements, especially the family situation, might not be excluded. But alike the choice for a city, the choice for a residence place is not carried out among a set of equivalent cities and disconnected from any other constraints.

In the ACRE survey, one finds no difference between people working in the knowledge intensive industries and those working in the creative industries regarding their location in the agglomeration (answer to the question *Where do you live in Toulouse?*). This is probably due to the definitions used for the two sub-categories. In Toulouse indeed, computer activities are rather assimilated to the first category (softwares and systems creation for the aeronautic, satellites, automobile industries...) than to the second one (few video games or software conception related to cultural activities). However, in order to stick to the project general instructions, we have coded these activities in the second category. One should also add that the huge size of the commune can have led some people to consider that they live in the city center although they are settled in the commune of Toulouse but in a peripheral neighbourhood.

For the rest, one finds things that we already knew, especially through the survey on networks and mobility of 300 people of the agglomeration interviewed in 2001 (third survey mentioned above): people living alone are more often settled in the city center and couples, especially those with children, in the periphery. A good part of those installed in peripheral areas are there because of their spouse's employment (36 per cent), which corresponds to the presence of numerous technological parks in this portion of the metropolitan area. In the first ring, a little bit more persons say they came in this city for climate reason. Those who live in the center go more often in pubs, involve more frequently in festival activities, use more easily bicycles and collective transport means, find everything too expensive (dwelling, services, food, leisures), complain more about noise, pollution, dirtyness and lack of bicycle lanes. But they compensate these disappointments by going a bit more often visiting friends and by living nearer to their working place (they also more often have freelance status). With those living in the periurban area, they feel more tensions between social classes than those living farther from the center. The current ACRE survey does not bring new elements to these already known and well invested preferences and opinions.

Questions about creative people that surveyed people know have been added by our team in the questionnaire. They could cite three persons at maximum. The average number of creative people known decreases regularly when one goes farther from the center (1.8 in the city center, 0.8 in the most peripheral part).

6.1.3 Knowledge and creative workers

How do the two sub-populations composing our sample differentiate from each other? Contrary to what we could expect, those working in the creative industries do not live more often in the city-center (see above the discussion on the chosen categorisation).

Knowledge workers are a little bit more graduated: 10.7 per cent have performed a PhD and 44 per cent a Master 2 degree, as compared to 4.1 per cent and 31.1 per cent for the creative workers. These ones are more often males (66 per cent), more often managers (26.7 per cent vs 8.0 per cent), more often from local origin, self employed (24.0 per cent vs 4.0 per cent) and working at home. Creative workers pretend more often they are satisfied with their job, although they find it more often precarious. They are more often dissatisfied with cultural events and architectural features, probably because they are more demanding in these matters than engineers and executives composing the knowledge workers group. They also associate with a higher number of creative persons than others (1.8 for 1.2).

6.2 Final remarks: a confirmation

Observed tendencies from the ACRE survey tally previously acquired results in surveys on Toulouse and enable to spread them above the only 'knowledge workers' category. The main factors that explain the concentration of people composing the 'creative classes' in Toulouse are first of all trajectory factors – being born or having studied in the region –, and then job market related factors.

However, the fact that more than one quarter of the workers surveyed (26.6 per cent) has been living in the UAT for less than 5 years should not be neglected. This percentage is close to the values that were recorded in the last two censuses (1990 and 1999) for the whole urban population (including students, working adults, retired people; some of these groups being usually considered as highly mobile): in 1990 and 1999, one fourth of the inhabitants in the UAT were newcomers.

The assets of Toulouse can be related to three important statements: 1) a population accustomed to long term general studies and to achieving high-level degrees, 2) a concentration of higher education and research institutions, 3) a real economic dynamism in the field of computer and electronic systems conception as well as in the biotechnologies sector.

Soft factors only play a very marginal role and those coming to the fore are linked to the proximity of rural environment and to the image of overall friendliness that the city enjoys. People who came from outside are not higher graduated than those who have been trained locally and there is hardly any reason to take local economic dynamism upon themselves. To conclude, Richard Florida theses (Florida, 2002) seem rather difficult to apply to the case of the creative labour for the city of Toulouse.

APPENDIX

Table 4.22A - Satisfaction with job (Prospects for career advancement)

| True Soft/Others Prospects for career advancement | Born and studied outside the region, soft factor ranked 1st | | | Born and studied in the region or soft factors not ranked 1st | | | Total | | |
|--|---|----------------------------|----------------|---|----------------------------|-------------|------------|----------------------------|-----------------------|
| | Nb | % in satisfaction with job | % in True Soft | Nb | % in satisfaction with job | % in Others | Nb | % in satisfaction with job | % in True Soft/Others |
| Rather satisfied | 7 | 11.5 | 50.0 | 54 | 88.5 | 39.7 | 61 | 100.0 | 40.7 |
| Neither | 3 | 6.3 | 21.4 | 45 | 93.8 | 33.1 | 48 | 100.0 | 32.0 |
| Rather dissatisfied | 0 | 0.0 | 0.0 | 28 | 100.0 | 20.6 | 28 | 100.0 | 18.7 |
| Don't know | 4 | 30.8 | 28.6 | 9 | 69.2 | 6.6 | 13 | 100.0 | 8.7 |
| TOTAL | 14 | 9.3 | 100.0 | 136 | 100.0 | 90.7 | 150 | 100.0 | 100.0 |

*Chi2: * (0.013)*

Table 4.23A - Satisfaction with job (Ability to balance professional and personal life)

| True Soft/Others Ability to balance professional and personal life | Born and studied outside the region, soft factor ranked 1st | | | Born and studied in the region or soft factors not ranked 1st | | | Total | | |
|---|---|----------------------------|----------------|---|----------------------------|--------------|------------|----------------------------|-----------------------|
| | Nb | % in satisfaction with job | % in True Soft | Nb | % in satisfaction with job | % in Others | Nb | % in satisfaction with job | % in True Soft/Others |
| Rather satisfied | 10 | 11.2 | 71.4 | 79 | 88.8 | 58.1 | 89 | 100.0 | 59.3 |
| Neither | 2 | 5.3 | 14.3 | 36 | 94.7 | 26.5 | 38 | 100.0 | 25.3 |
| Rather dissatisfied | 1 | 4.5 | 7.1 | 21 | 95.5 | 15.4 | 22 | 100.0 | 14.7 |
| Don't know | 1 | 100.0 | 7.1 | 0 | 0.0 | 0.0 | 1 | 100.0 | 0.7 |
| TOTAL | 14 | 9.3 | 100.0 | 136 | 90.7 | 100.0 | 150 | 100.0 | 100.0 |

*Chi2: ** (0.010)*

Table 4.24A - Satisfaction with the job (Sense of achievement)

| True Soft/Others Sense of achievement | Born and studied outside the region, soft factor ranked 1st | | | Born and studied in the region or soft factors not ranked 1st | | | Total | | |
|--|---|----------------------------|----------------|---|----------------------------|--------------|------------|----------------------------|-----------------------|
| | Nb | % in satisfaction with job | % in True Soft | Nb | % in satisfaction with job | % in Others | Nb | % in satisfaction with job | % in True Soft/Others |
| Rather satisfied | 9 | 7.8 | 64.3 | 106 | 92.2 | 77.9 | 115 | 100.0 | 76.7 |
| Neither | 0 | 0.0 | 0.0 | 23 | 100.0 | 16.9 | 23 | 100.0 | 15.3 |
| Rather dissatisfied | 3 | 30.0 | 21.4 | 7 | 70.0 | 5.1 | 10 | 100.0 | 6.7 |
| Don't know | 2 | 100.0 | 14.3 | 0 | 0.0 | 0.0 | 2 | 100.0 | 1.3 |
| TOTAL | 14 | 9.3 | 100.0 | 136 | 90.7 | 100.0 | 150 | 100.0 | 100.0 |

*Chi2: *** (0.000)*

Table 5.6A - Involvement in city activities (A5) in relation with the income level (D6) (per cent)

| Leisure activities | Households' Income level | Every day | At least 1 a week | Less often | Never | Don't know | Significance |
|---------------------------------------|--------------------------|-----------|-------------------|------------|-------------|------------|----------------|
| Going out to pub/bar | <3000 | 2.2 | 33.3 | 51.6 | 4.3 | 8.6 | *** (0.000) |
| | 3000-5000 | 3.1 | 24.6 | 50.8 | 20.0 | 1.5 | |
| | >5000 | 0.0 | 9.5 | 42.9 | 40.5 | 7.1 | |
| Eating out | <3000 | 3.2 | 40.9 | 52.7 | 1.1 | 2.2 | - |
| | 3000-5000 | 13.8 | 40.0 | 43.1 | 1.1 | 3.1 | |
| | >5000 | 4.8 | 52.4 | 42.9 | 0.0 | 0.0 | |
| Movie. theatre. concert | <3000 | 1.1 | 20.4 | 76.3 | 2.2 | 0.0 | - |
| | 3000-5000 | 0.0 | 7.7 | 84.6 | 4.6 | 3.1 | |
| | >5000 | 0.0 | 23.8 | 76.2 | 0.0 | 0.0 | |
| Museum. art gallery | <3000 | 1.1 | 6.5 | 59.1 | 28 | 5.4 | - |
| | 3000-5000 | 0.0 | 3.1 | 63.1 | 29.2 | 4.6 | |
| | >5000 | 0.0 | 2.5 | 69.0 | 19.0 | 9.5 | |
| Walking around city center | <3000 | 10.8 | 43.0 | 38.7 | 2.1 | 5.4 | - |
| | 3000-5000 | 7.7 | 40.0 | 46.2 | 4.6 | 1.5 | |
| | >5000 | 7.1 | 38.1 | 52.4 | 2.4 | 0.0 | |
| Excursions parks. green areas | <3000 | 3.2 | 18.3 | 47.3 | 23.7 | 7.5 | - |
| | 3000-5000 | 4.6 | 12.3 | 63.1 | 20.0 | 0.0 | |
| | >5000 | 0.0 | 11.9 | 45.2 | 33.3 | 9.5 | |
| Night club | <3000 | - | 2.2 | 25.8 | 66.7 | 5.4 | - |
| | 3000-5000 | - | 0.0 | 27.7 | 67.7 | 4.6 | |
| | >5000 | - | 0.0 | 9.5 | 88.1 | 2.4 | |
| Sport events | <3000 | - | 4.3 | 44.1 | 45.2 | 6.5 | - |
| | 3000-5000 | - | 9.2 | 41.5 | 40.0 | 9.2 | |
| | >5000 | - | 7.1 | 40.5 | 42.9 | 9.5 | |
| Parks | <3000 | 2.2 | 18.3 | 59.1 | 14 | 1.1 | - |
| | 3000-5000 | 1.5 | 24.6 | 49.2 | 16.9 | 7.7 | |
| | >5000 | 0.0 | 14.3 | 59.5 | 21.4 | 4.8 | |
| Festival | <3000 | 1.1 | 4.3 | 62.4 | 25.8 | 6.5 | - |
| | 3000-5000 | 0.0 | 1.5 | 52.3 | 43.1 | 3.1 | |
| | >5000 | 0.0 | 0.0 | 52.4 | 38.1 | 9.5 | |
| Visiting friends | <3000 | 3.2 | 65.6 | 29 | 2.2 | 0.0 | - (0.072) |
| | 3000-5000 | 0.0 | 63.1 | 30.8 | 3.1 | 3.1 | |
| | >5000 | 0.0 | 45.2 | 52.4 | 0.0 | 2.4 | |
| Participating resident's associations | <3000 | 2.2 | 8.6 | 12.9 | 71 | 5.4 | - (0.090) |
| | 3000-5000 | 0.0 | 6.2 | 13.8 | 75.4 | 4.6 | |
| | >5000 | 2.4 | 4.8 | 35.7 | 54.8 | 2.4 | |
| Participating in religious activities | <3000 | 0.0 | 3.2 | 6.5 | 83.9 | 6.5 | - |
| | 3000-5000 | 0.0 | 4.6 | 9.2 | 83.1 | 3.1 | |
| | >5000 | 2.4 | 4.8 | 7.1 | 78.6 | 7.1 | |
| Participating community work | <3000 | 1.1 | 16.1 | 20.4 | 52.7 | 9.7 | - |
| | 3000-5000 | 0.0 | 16.9 | 24.6 | 52.3 | 6.2 | |
| | >5000 | 2.4 | 16.7 | 26.2 | 42.9 | 11.9 | |
| Participating political activities | <3000 | 1.1 | 1.1 | 11.8 | 74.2 | 11.8 | - |
| | 3000-5000 | 0.0 | 1.5 | 9.2 | 86.2 | 3.1 | |
| | >5000 | 2.4 | 2.4 | 4.8 | 78.6 | 11.9 | |

Table 5.8A - Gender and satisfaction with leisure activities offered in Toulouse

| Leisure activities | Rather satisfied | | Neither | | Rather Dissatisfied | | Don't know | |
|-----------------------|------------------|--------|---------|--------|---------------------|-------------|------------|--------|
| | Male | Female | Male | Female | Male | Female | Male | Female |
| Public spaces | 70.1 | 60.9 | 23.4 | 25 | 5.6 | 9.8 | 0.9 | 4.3 |
| Sport facilities | 43.0 | 43.5 | 26.2 | 27.2 | 8.4 | 5.4 | 22.4 | 23.9 |
| Events and culture | 52.3 | 57.6 | 31.8 | 28.3 | 11.2 | 7.6 | 4.7 | 6.5 |
| Galleries and Museums | 43.9 | 52.2 | 29.9 | 22.8 | 13.1 | 10.9 | 13.1 | 14.1 |
| Restaurants | 85.0 | 89.1 | 11.2 | 6.5 | 3.7 | 2.2 | 0.0 | 2.2 |
| Pubs | 67.3 | 64.1 | 18.7 | 20.7 | 5.6 | 3.3 | 8.4 | 12 |
| Cinemas | 83.2 | 84.8 | 9.3 | 7.6 | 2.8 | 4.3 | 4.7 | 3.3 |
| Shopping areas | 70.1 | 68.5 | 19.6 | 20.7 | 5.6 | 9.8 | 4.7 | 1.1 |
| Architecture | 82.2 | 78.3 | 12.1 | 12.0 | 4.7 | 7.6 | 0.9 | 2.2 |
| Associations | 37.4 | 29.3 | 29.0 | 32.6 | 2.8 | 0.0 | 30.8 | 38 |

Table 5.15A - Worry about availability of recreation for teenagers according to gender

| Worry about availability of recreation for teenagers | Male | | Female | | Together | |
|--|--------|----------|--------|----------|----------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Rather worried | 6 | 9.2 | 13 | 27.7 | 19 | 17.0 |
| Not particularly worried | 31 | 47.7 | 17 | 36.2 | 48 | 42.9 |
| Rather not worried | 28 | 43.1 | 17 | 36.2 | 45 | 40.2 |
| TOTAL | 65 | 100.0 | 47 | 100.0 | 112 | 100.0 |

*Chi2: * (0.036)*

Table 5.16A - Worry about drug problems according to age

| Worry about drug problems | Age 34 and less | | 35 and more | | Together | |
|---------------------------|-----------------|----------|-------------|----------|----------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Rather worried | 25 | 30.1 | 49 | 49.5 | 74 | 40.7 |
| Not particularly worried | 33 | 39.8 | 32 | 32.3 | 65 | 35.7 |
| Rather not worried | 25 | 30.1 | 18 | 18.2 | 43 | 23.6 |
| TOTAL | 83 | 100.0 | 99 | 100.0 | 182 | 100.0 |

*Chi2: * (0.022)*

Table 5.17A - Location in the city and assessment on environmental aspects (A8): Recycling collection services

| House location | Toulouse | | Elsewhere in the UAT | | Total | |
|--------------------------------------|----------|----------|----------------------|----------|--------|----------|
| | Number | Per cent | Number | Per cent | Number | Per cent |
| Recycling collection services | | | | | | |
| Rather good | 19 | 31.1 | 36 | 50.7 | 55 | 41.7 |
| Average | 25 | 41.0 | 27 | 38.0 | 52 | 39.4 |
| Rather poor | 17 | 27.9 | 8 | 11.3 | 25 | 18.9 |
| TOTAL | 61 | 100.0 | 71 | 100.0 | 132 | 100.0 |

*Chi2 * (0.020)*

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