Executive Overview

The following are highlights from the UniverCity Resident Survey 2007, conducted on behalf of the UniverCity Community Trust:

• In an attempt to better understand the demographic make-up of UniverCity’s resident population and further gather feedback regarding their attitudes, opinions, expectations and needs of their community, a self-completion mail-back survey was designed in conjunction with the SFU Community Trust.

Influences and Satisfaction

• The strongest influences or reasons for choosing UniverCity include its quiet natural setting, its location, particularly for those who attend SFU or work in Burnaby, Vancouver or other nearby municipalities, and the affordable price.

• Other influencing factors of note include the architectural design of the buildings, the accompanying views, the outdoor recreational opportunities and the sustainability features of the development, although when asked less than half of all residents could actually name any specific features or initiatives.
Executive Overview

- Overall, 9-in-10 residents are satisfied, either very or somewhat, with UniverCity as a place to live; satisfaction is similarly strong when it comes to access to green space and pathways, recreation and physical activity and provision of public transit.

- Less satisfaction exists for the current provision of retail, business, health and childcare services. In-spite of some satisfaction expressed with access to public transit, some concern is still expressed about the community’s dependence upon private vehicles and the subsequent problems encountered with available parking.

- Overall most residents, about two-thirds, have had their expectations met, while for some they have been exceeded (14%), with just 1-in-5 residents who feel their expectations have not been met by the community. This is mainly due to the current lack of available services and amenities such as grocery, retail, health or entertainment.

Awareness and Use of Amenities

- Currently the UniverCity amenities most commonly used are the mountain trails or paths (44% use them at least once a week or more), which the majority of residents who use them rate as accessible, visible, safe and providing an excellent or good experience.
Executive Overview

• Also used by a similar proportion (41% once a week or more) is the food or grocery store. Restaurants, retail, business or personal services are used by one-quarter or less of the residents at least once a week or more, perhaps a reflection of the current lack of availability.

• Awareness of the additional SFU amenities is quite high, varying between about half for the museum, art gallery and lectures, to about two-thirds who are aware of the recreational facilities, classes, lessons and programs, the theatre and stores in the Student Services building.

• While awareness of the various community passes or memberships is high in most cases, the uptake of these tends to be relatively low, with the exception of the Community Card:

  ➢ Transit Pass: Aware (87%) vs. Obtained (45%);
  ➢ Community Card: Aware (81%) vs. Obtained (59%);
  ➢ SFU Gym Membership: Aware (72%) vs. Obtained (22%);
  ➢ SFU Library Pass: Aware (71%) vs. Obtained (19%);
  ➢ Car Co-op Membership: Aware (56%) vs. Obtained (2%).
Executive Overview

- Barriers to obtaining the Community Card are mostly time constraints, but also for about 1in-5 residents a lack of awareness of the benefits or how to obtain one.
- When asked what might make the card more valuable most could think of nothing in particular, otherwise there were requests for more recreation, retail and parking discounts or offers. Reasons for not obtaining the transit pass were mostly due to a lack of need.
- When asked, 9-in-10 residents would recommend life at UniverCity to friends or family, mostly because of the quiet, natural environment and views, but also because of the planned sustainable community and convenient location, particularly for commuting.

Demographics

- The majority of residents previously resided in other parts of Burnaby (29%), Vancouver (26%) or the Tri Cities area (12%), with 41% who owned their previous property and 59% who either rented or lived with parents. In contrast, 76% of residents at UniverCity own their property, with just 4% reportedly living in a flex suite and one third with household affiliations to SFU, mostly students.
Executive Overview

- Two-thirds of households have two adults present, with one quarter having just one adult; and while 1-in-5 households have children present, just 15% have children under the age of 5.

- Of the 15% more than half currently use childcare services of some kind, while most (84%) would be interested in using childcare spaces if they were made available in the UniverCity community.

- Currently residents most often travel to other parts of Burnaby (58%) or Vancouver (32%) for various medical services, while a total of 87% of residents would be likely to use primary health services if they were available at UniverCity (53% very likely and 33% somewhat likely).

- In total 85% of residents are employed for pay, 10% who work from home and 78% outside the home (or both). Of those who work outside the home most work in Burnaby (42%) or Vancouver (37%), and mostly in professional or technical fields (52%).

- For those who commute to work the common mode of travel is by personal vehicle (60%), followed by transit (34%), with 4% who currently carpool. Of those who drive alone 15% express an interest in a carpool program, with the rest who prefer to drive alone, work odd hours or need their vehicle for work.
Methodology

• In an attempt to better understand the demographic make-up of UniverCity’s resident population and further gather feedback regarding their attitudes, opinions, expectations and needs of their community, a self-completion mail-back survey was designed in conjunction with the SFU Community Trust.

• The survey was hand delivered to all listed UniverCity residences with a return date of April 1st. In order to boost responses a second delivery of surveys was made to all those who had not yet responded, with an extended return date of May 14th. These deliveries were followed up with a postcard reminder.

• Additionally, a telephone number search was made on all addresses and calls were made to non-responders to remind them to complete their survey. They were also offered to chance to complete the survey on the telephone. All those completing a survey were offered the opportunity to win one of two prizes, an 80G iPod and $500 cash.

• In total 318 residents completed and returned a survey (though late returns will be added as they arrive). The margin of error on this sample size is +/- 4.5 at the 95% confidence level.
Detailed Findings
Q.A1) What attracted you to live at UniverCity? Why did you choose to live here?

Overall, the attractions of living at UniverCity centre mostly around its location, which includes its proximity to SFU as well as the natural setting in which it has been built, providing beautiful quiet surroundings and views.

Its unique character and sustainability was an attraction to one-quarter of residents, with a similar proportion who found it an affordable investment opportunity.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location (general)</td>
<td>39%</td>
</tr>
<tr>
<td>Proximity to SFU</td>
<td>35%</td>
</tr>
<tr>
<td>Natural setting/ fresh air</td>
<td>32%</td>
</tr>
<tr>
<td>Unique development/ sustainable community/ lifestyle</td>
<td>25%</td>
</tr>
<tr>
<td>Affordable, investment opportunity</td>
<td>22%</td>
</tr>
<tr>
<td>Quiet/ tranquil</td>
<td>20%</td>
</tr>
<tr>
<td>Views/ it's beautiful</td>
<td>19%</td>
</tr>
<tr>
<td>New development/ liked condo layout</td>
<td>16%</td>
</tr>
<tr>
<td>Outdoor recreation opportunities</td>
<td>6%</td>
</tr>
<tr>
<td>It’s safe</td>
<td>5%</td>
</tr>
<tr>
<td>It’s clean</td>
<td>3%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>4%</td>
</tr>
<tr>
<td>Not stated</td>
<td>1%</td>
</tr>
</tbody>
</table>
Factors Influencing Decision to Live at UniverCity

Base: Total (n=318)

Q.A2) How important were each of the following in your decision to live at UniverCity?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Not stated</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural setting</td>
<td>59%</td>
<td>34%</td>
<td>4%</td>
<td>93%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price/ affordability</td>
<td>51%</td>
<td>43%</td>
<td>6%</td>
<td>93%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architectural design of building</td>
<td>32%</td>
<td>49%</td>
<td>14%</td>
<td>81%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Views</td>
<td>37%</td>
<td>43%</td>
<td>16%</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustainability community features</td>
<td>37%</td>
<td>42%</td>
<td>16%</td>
<td>79%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor recreational opportunities</td>
<td>30%</td>
<td>43%</td>
<td>22%</td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proximity/ access to work</td>
<td>38%</td>
<td>31%</td>
<td>17%</td>
<td>13%</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Investment opportunity</td>
<td>26%</td>
<td>37%</td>
<td>16%</td>
<td>20%</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Proximity/ access to SFU</td>
<td>34%</td>
<td>20%</td>
<td>25%</td>
<td>21%</td>
<td>54%</td>
<td></td>
</tr>
</tbody>
</table>

- The strongest aided influences when choosing to live at UniverCity include the natural setting and the affordability of the development, important to more than 9-in-10 residents.
- The architecture, the views and the sustainable design closely follow in importance for approximately 8-in-10.
- Recreation opportunities hold some importance for almost three-quarters of residents, with a similar proportion for whom proximity to work is important.
Life at UniverCity: Likes

- The quiet, natural environment in which the UniverCity development is set, with its natural beauty and accompanying views, are the main attributes that residents like about life there.

- For those currently working or studying, the proximity to SFU is a particular bonus.

- Others particularly enjoy the outdoor recreation opportunities and the uniqueness of the development.

Base: Total (n=318)

Q.A6) What in particular do you like about living at UniverCity?
• In terms of dislikes about life at UniverCity, residents most commonly raise the issue of the lack of services and amenities such as retail and health services.

• Also of note are concerns about insufficient parking, and the need for transportation alternatives as well as a desire for some recreation or entertainment outlets such as restaurants or a pub.

Base: Total (n=318)

Q.A7) And what in particular, if anything, do you dislike about living at UniverCity?
Life at UniverCity: Dislikes (cont’d)

- Most other dislikes about life at UniverCity are many and varied and noted in each case by less than 1-in-10 residents.

Problems with other residents/ rude/ don’t pick up after their dogs 5%
Road concerns (too narrow, need lighting, etc) 4%
Too much traffic/ dangerous drivers 4%
Lack of recreational opportunities/ trails/ community centre/ swimming pool 4%
Not enough green space/ poorly landscaped 3%
Too many student renters 3%
Too noisy 2%
Poor quality construction 2%
Poor garbage collection/ too much litter 2%
Poor cell phone reception 1%
Lack of childcare services 1%
Miscellaneous 3%
Not stated 13%

Base: Total (n=318)

Q.A7) And what in particular, if anything, do you dislike about living at UniverCity?
Level of Satisfaction With Aspects of Living at UniverCity

Overall satisfaction is high amongst residents, as it is with access to the natural surroundings and recreational opportunities, and in contrast to previous concerns, access to public transportation.

Satisfaction is lowest with retail, business, health and childcare services that are available.

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Total satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall as a place to live</td>
<td>89%</td>
</tr>
<tr>
<td>Access to parks/ pathways/ green space</td>
<td>81%</td>
</tr>
<tr>
<td>Access to public transportation</td>
<td>73%</td>
</tr>
<tr>
<td>Opportunities for recreational physical activities</td>
<td>71%</td>
</tr>
<tr>
<td>Sense of safety/ security</td>
<td>70%</td>
</tr>
<tr>
<td>Access to other alternative modes of transportation</td>
<td>54%</td>
</tr>
<tr>
<td>Communications about local events and issues</td>
<td>38%</td>
</tr>
<tr>
<td>Sense of belonging to your local community</td>
<td>35%</td>
</tr>
<tr>
<td>Access to arts and culture</td>
<td>24%</td>
</tr>
<tr>
<td>Opportunities to provide input in local decision making</td>
<td>24%</td>
</tr>
<tr>
<td>Selection of retail services and businesses</td>
<td>19%</td>
</tr>
<tr>
<td>Access to health care services</td>
<td>14%</td>
</tr>
<tr>
<td>Access to services for children</td>
<td>11%</td>
</tr>
</tbody>
</table>

Q.A8) To what extent are you satisfied with each of the following aspects of living at UniverCity?
Expectations of Life at UniverCity

- Most residents of UniverCity, more than three-quarters, feel they have had their expectations either met or exceeded, while about 1-in-5 feel they have not.

```
<table>
<thead>
<tr>
<th>Expectation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeded your expectations</td>
<td>14%</td>
</tr>
<tr>
<td>Met your expectations</td>
<td>64%</td>
</tr>
<tr>
<td>Not met your expectations</td>
<td>21%</td>
</tr>
<tr>
<td>Not stated</td>
<td>1%</td>
</tr>
</tbody>
</table>
```

*Base: Total (n=318)*

Q.A3) Has living at UniverCity:
Reasons Expectations Have Not Been Met

- Failure to meet expectations is due most commonly to a lack of services or amenities which might include retail, health and childcare services and entertainment.

- Closely following is a concern that the development is not ‘truly’ sustainable; additionally there are concerns that the community is too dependent upon vehicles with not enough transit alternatives, which also leads to issues over the availability of parking spaces.

Q.A3b) In what ways have your expectations not been met?

Base: Total those whose expectations have not been met (n=68)
• Less than half of all residents are able to name any sustainability features of UniverCity.

• Amongst those who are, unaided awareness is highest of the community transit pass, water management and the car co-op program.

Base: Total (n=318)

Q.A9) Please list the sustainability features or initiatives at UniverCity of which you are aware.
Current Use of Amenities or Services at UniverCity

- Currently, residents most commonly make use of the trails and paths on Burnaby Mountain, closely followed by use of the food or grocery stores currently available.

- Restaurants are used by a quarter of residents at least once a week or more, while retail, personal or business services are currently the least utilized, perhaps a reflection of the availability in light of previous comments.

Q.B1) How often do you use each of the following at UniverCity?
Awareness and use of Services or Amenities at SFU

<table>
<thead>
<tr>
<th>Service/Amenity</th>
<th>Average # of times per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational facilities, classes, lessons and programs</td>
<td>2.6</td>
</tr>
<tr>
<td>Lectures</td>
<td>2.5</td>
</tr>
<tr>
<td>Stores and services in student services building</td>
<td>2.3</td>
</tr>
<tr>
<td>Athletic events</td>
<td>0.5</td>
</tr>
<tr>
<td>Museum/ art gallery</td>
<td>0.4</td>
</tr>
<tr>
<td>SFU theatre</td>
<td>0.4</td>
</tr>
</tbody>
</table>

- Although the level of awareness is similar for most amenities or services, use is highest for the recreational facilities, lectures and the stores or services found in the student services building.
- Those least utilized are athletic events, the SFU theatre and the museum and art gallery.

**Base: Total (n=318)**

Q.B2) For each of the following services and amenities at SFU, please indicate if you are aware of this service and if yes, your frequency of using the service/ amenity.
While awareness of most of the various community passes or memberships is high at more than two-thirds, the uptake is relatively low with the exception of the community card and to some extent the transit pass.

- Approximately 1-in-5 residents have obtained a gym membership or library pass, while just 2% have signed up for the car co-op program.
Reasons For Not Obtaining a Community Card

- The barriers to obtaining a community card appear to be time constraints, but perhaps more importantly a lack of awareness of the benefits and how to obtain the card.

Base: Total are aware of but have not obtained a community card (n=68)

Q.B4) Why do you think you have not obtained a community card?
• Most residents could think of nothing in particular to make the community card more valuable.

• Amongst those who can most request more discounts for retail, recreation and parking.

**Benefits to Make Community Card More Valuable**

- More retail discounts: 9%
- More information on its usage and benefits needed: 8%
- Have more discount options (general): 8%
- Discounted parking/ parking privileges/ free parking: 7%
- Discounts at SFU recreational facilities: 7%
- More discounts on services/ restaurants: 6%
- Free SFU library usage: 5%
- Discounts on tuition/ access to lectures/ online courses: 1%
- Miscellaneous: 3%
- Not stated: 63%

*Base: Total (n=318)*

Q.B5) What additional benefits would make the community card more valuable?
Q6) If you are aware but have not obtained a transit pass: why do you think you have not obtained a transit pass?

- Amongst those not obtaining a transit pass the main reason is a lack of need as they don't use transit often enough or simply prefer to drive.

Base: Total (n=318)
Amongst the many and varied additional amenities and services mentioned, the most commonly requested is that of a larger grocery store, with certain suggested named examples.

Other mentions of note include various health services, retail, food and entertainment outlets.

**Q.B10** What additional facilities, services or amenities do you believe are needed at UniverCity?
With more than two-thirds of residents who currently use the trails on Burnaby Mountain, almost all consider them to be accessible, half of whom consider them ‘very’ accessible.

Base: Total (n=318)

Q.B8) If you use the Burnaby Mountain Trail network, how would you rate it for: a) Accessibility
Most residents who use the trails also feel they are visible, with approximately 1-in-5 residents who feel they are not.
Overall the trails are felt to be safe and secure by a majority of users.

**Safety/ Security of Burnaby Mountain Trail Network**

- Safe: 19% Very safe, 60% Somewhat safe
- Not safe: 7% Not at all safe, 8% Not very safe
- Not stated: 32%

*Base: Total (n=318)*

Q.B8) If you use the Burnaby Mountain Trail network, how would you rate it for: c) Safety/ Security
And the majority of residents who use the trails report them as providing an ‘excellent’ or ‘good’ experience overall.

Quality/Experience of Burnaby Mountain Trail Network

- Excellent/ Good: 60%
- Poor/ Average: 8%
- Not stated: 32%

Base: Total (n=318)

Q.B8) If you use the Burnaby Mountain Trail network, how would you rate it for: d) Quality/ Experience
Reasons to Recommend Life at UniverCity

With 9-in-10 of all residents saying they would recommend life at UniverCity, the main reasons include the quiet, natural environment and views.

Also of note is the type of planned community, its convenient location for commuting or the sense of community and feeling of safety.
Previous Residence Prior to Moving to UniverCity

- The majority of residents, more than half, lived in either Burnaby or Vancouver prior to moving to UniverCity.
- An additional one-third moved from other parts of the GVRD.

Q: A4) Where did you live before moving to UniverCity?

Base: Total (n=318)
• More than half of all residents either rented or lived with parents prior to moving to UniverCity.

Base: Total (n=318)

Q.A5) Did you own or rent your previous residence?
Approximately three-quarters of UniverCity residents own the property they currently occupy.

**Current Home Tenure**

- **Own**: 76%
- **Rent**: 22%
- **Not stated**: 2%

*Base: Total (n=318)*

*Q.C3) Do you own or rent your suite?*
• Just 4% of residents say they currently live in a secondary or ‘flex’ suite.

Base: Total (n=318)

Q.C4) Do you live in a secondary or flex suite?
Approximately one-third of residents are associated or have someone in their household associated with Simon Fraser University, mostly as students.

Incidence of Household Associated with SFU

- Yes (net): 36%
- Faculty: 6%
- Staff: 7%
- Student: 27%
- No: 62%
- Not stated: 2%

*Base: Total (n=318)*

Q.C5) Are you or someone in your household associated with SFU?
Households at UniverCity are most likely to have two adults (making up almost two-thirds of homes) or a single adult (one-quarter).

While most, about 8-in-10 are without children, those with children tend to be smaller family units with just one or two children.
• Amongst the 15% of homes with children under the age of 5, more than half currently use childcare services, with 1-in-5 who use the SFU Childcare Society Program, and a similar proportion who use other licensed childcare or make other arrangements.

Base: Total with children under age 5 (n=49)*

Q.C2a) Is/ are your child(ren) in:

* Low base size, interpret with caution.
And if more childcare spaces were made available in the UniverCity community, most of those with children under the age of 5 would be interested in making use of those spaces.

Base: Total with children under age 5 (n=49) *

Q.C2b) If more childcare spaces could be made available in the UniverCity community, would you be interested in using?

* Low base size, interpret with caution.
The amount spent on childcare each month varies quite widely, with families spending on average $546.30 per month.

Average spent = $546.30

Base: Total with children under age 5 and use childcare services (n=27)*

Q.C2c) Approximately how much per month do you spend on childcare services?

* Low base size, interpret with caution.
Children spend an average of approximately 4 days per week in care facilities.

**Days Per Week Enrolled in Childcare Services**

<table>
<thead>
<tr>
<th>Days</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero</td>
<td>7%</td>
</tr>
<tr>
<td>2 days</td>
<td>11%</td>
</tr>
<tr>
<td>3 days</td>
<td>19%</td>
</tr>
<tr>
<td>5 days</td>
<td>59%</td>
</tr>
<tr>
<td>Not stated</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Low base size, interpret with caution.*
Currently most residents travel to other parts of Burnaby or to Vancouver for their medical services needs.

Q.B9b) Where do you currently travel to for medical services?

**Base: Total ‘very’ or ‘somewhat’ likely to use primary health services if available at UniverCity (n=275)**
Almost 9-in-10 residents say they would make use of primary health services if they were made available at UniverCity.

Likelihood of Using Primary Health Services at UniverCity

- Likely: 53% (Very likely), 34% (Somewhat likely)
- Not likely: 12% (Not at all likely), 9% (Not very likely)
- Not stated: 2%

Base: Total (n=318)

Q.89) If primary health services were available at UniverCity (e.g. medical, dental, physio, etc.), how likely would you be to use the services?
The majority of residents are currently employed for pay, with just 1-in-10 who do so from home, with most outside the home or both.

Base: Total (n=318)

Q.B7a) Are you employed or working for pay?
About half of residents who are employed for pay work in a professional or technical field.
• Amongst those who commute to their place of work the majority, more than three-quarters, travel to either Burnaby or Vancouver.
The most common mode of transportation for commuters is by private vehicle, followed by public transit and then walking.

Just 4% currently carpool.

Base: Total employed or working for pay (n=270)

Q.B7c) What is your usual mode of transportation to work?
Of those who drive alone to work, most show no interest in joining a carpool program, either because they prefer to drive alone, require their vehicle for work or work odd hours.

**Interest in Joining a Carpool Program**

- **Yes**: 15%
- **No**: 84%
- **Not stated**: 1%

**Reasons Not Interested in Joining a Carpool Program**

- Prefer to drive: 39%
- Work hours vary/shift work: 34%
- Need my vehicle for work: 18%
- Take transit: 1%
- Already carpool: 1%
- Work from home: 1%
- Miscellaneous: 1%
- Not stated: 7%

*Base: Total use a personal vehicle to travel to work (n=163)*

*Q.B7d) Would you be interested in joining a carpool program? Why would you not be interested?*

*Base: Total not interested in joining a carpool program (n=137)*

46
Most households, almost two-thirds, own just one vehicle, with about one-quarter of households who have two.

About 1-in-10 households do not own a private vehicle.

Number of Cars in Household

- Zero cars: 9%
- 1 car: 64%
- 2 cars: 24%
- 3 cars: 2%
- 4 cars: 1%
- 5 cars: <1%

Average = 1.2 cars

Base: Total (n=318)

Q.C7a) How many cars does your household own?
Most residents, more than two-thirds, have one parking space, with at least 1-in-5 residents who have two or more spaces.

**Number of Parking Spaces**

- Zero spaces: <1%
- 1 space: 69%
- 2 spaces: 20%
- 3 spaces: 1%
- Not stated: 9%

*Base: Total (n=318)*

Q.C7b) How many parking spaces do you have?
Amongst those who have additional vehicles most, more than one-third, use street parking.

About 1-in-5 utilize the SFU resident parking program, while the remainder either rent additional spaces or use the visitor parking.

**Parking Additional Cars**

<table>
<thead>
<tr>
<th>Parking Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street parking</td>
<td>38%</td>
</tr>
<tr>
<td>SFU (resident parking program)</td>
<td>18%</td>
</tr>
<tr>
<td>Rent additional spot(s)</td>
<td>16%</td>
</tr>
<tr>
<td>Visitor parking</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>Not stated</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Base:** Total households with more cars than parking spaces (n=50)

**Q.C7c** If you have extra cars, where do you park these car(s)?
• Although the Vancouver Sun is the newspaper named most often, almost one-third of all residents reportedly read the UniverCity News.

• The Province is read by 1-in-5 residents while the Georgia Straight and Simon Fraser University News and Burnaby Now are the next most commonly read.
In terms of listening to radio the majority, about three-quarters, listen to the mainstream FM stations.

Just less than half listen to AM radio, including those stations more commonly found to be ‘talk radio’ stations.
One-third of households currently keep a pet of some kind, split quite evenly between dogs and cats.
Though quite diverse overall, the most common ethnic background of residents is British or European, with an additional 1-in-5 who describe themselves as Canadian.

Approximately one-quarter are of Chinese origin, with the remainder mostly made up of other south or south east Asian origins.

Q.C9) While we all live in Canada, our ancestors come from many different ethnic backgrounds. What is the main ethnic background of your ancestors?
Currently just more than half of all residents have lived in the UniverCity community for less than a year, with just less than half who have been there a year or more.

**Years Lived at UniverCity**

- **Less than 6 months**: 18%
- **6 to 11 months**: 35%
- **1 year**: 15%
- **2 years**: 25%
- **3 years**: 4%
- **More than 3 years**: 1%
- **Not stated**: 2%

*Base: Total (n=318)*

Q.C10) How long have you lived at UniverCity?
## Distribution of Surveys by Development

<table>
<thead>
<tr>
<th>Development</th>
<th>Total (318)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurora</td>
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<tr>
<td>Harmony at the Highlands</td>
<td>20</td>
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<tr>
<td>Serenity</td>
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<tr>
<td>Other</td>
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Questionnaire