

December 2012

UniverCity Resident Survey



UniverCity

ON BURNABY MOUNTAIN



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➤ Executive Overview

The following are highlights from the UniverCity Resident Survey 2012, conducted on behalf of the SFU 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 an online survey was conducted with invitations mailed to all households on a postcard. The survey was first designed in 2007 then updated and repeated in 2010, with the survey completed on paper by mail on both previous occasions.

Influences and Awareness and of Sustainability Features

- The strongest influences or reasons for choosing UniverCity continue to include the natural setting, affordability of the development, recreational opportunities, and new this year, proximity or access to amenities.
- Other influencing factors of note include the architectural design of the buildings, proximity to work and the sustainability features of the development.
- Consistent with 2007 and 2010, the majority of residents previously resided in other parts of Burnaby (30%), Vancouver (24%) or the Tri Cities area (13%), with most that considered one of these three areas prior to moving to UniverCity.

➤ Executive Overview

- When prompted with various sustainability features found within the community more than eight-in-ten residents are aware of at least one, with about half or more aware of most features.
- Consistent with 2007 and 2010, almost all residents continue to say they would recommend UniverCity to friends and family (93%).

Work and Transportation

- As in 2007 and 2010, the majority of residents is employed for pay (86%), 9% work from home, 72% outside the home and 6% say they do both. Of those who work outside the home most travel to Burnaby (30%) or Vancouver (36%).
- While the most common mode of transportation for commuters continues to be by private vehicle, the proportion of residents that drives has continued to fall, this year significantly so, from about half in 2010 to just four-in-ten this year.
- Also falling significantly is reported use of public transit, down from one-third in 2010 to one-quarter in 2012; the proportion of those who walk to work has continued to trend upward since 2007 as the proportion of respondents that work at SFU has also increased.

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- While almost all residents have at one time or another used public transit, just over one-third uses it at least once a week or more. The majority uses it a few times a month or less often.
- One-in-five residents has at some time made use of the car co-op service; of those that have, most use it just a few times a year or less often.

Demographics

- The majority of households at UniverCity have two adults (68%) or a single adult (22%). While the majority is without children (59%), the proportion with children has increased steadily from 20% in 2007 to 41% currently.
- More than three-quarters of residents at UniverCity currently own their property (77%), and for more than half of them it was their first purchase (54%).
- For the majority of those that have owned a property before, their current home at UniverCity is smaller than their previous (61%), compared with one-quarter for whom it is larger.

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- While just over half of all residents are currently satisfied with the size of their home, about one-in-ten is considering a move outside of the community, and 16% is considering a move within UniverCity.
- For most, the ideal home size is about 1,500 square feet or 3 bedrooms, with about half willing to pay less than \$500,000 for their desired home and half willing to pay more.
- Similarly more than half of all households are currently dissatisfied with the amount of storage space they have and would like more.
- Requirements among those interested in more space vary, with one quarter interested in a smaller space (5x5), and approximately one-third each interested in a mid-size (5x10) or a larger space (6x16). However, only between one-quarter and one-third is willing to pay the average monthly rental cost of such storage.
- Almost half of all households now have someone associated with Simon Fraser University, an upward trend since 2007 represented by an increase in faculty and staff members living in the community.
- The majority of households have just one car (64%) and one parking space (78%). Amongst those with an additional vehicle most use street parking (70%) or rent 5 additional spaces (35%).

➤ Methodology

- Following an initial survey in 2007 and a follow-up survey in 2010, the SFU Community Trust commissioned market research in 2012 to track the demographic make-up of UniverCity's resident population and further gather feedback regarding their attitudes, opinions, expectations and needs of their community.
- For the purposes of tracking some of the questions used in the self-completion mail-back survey, designed in 2007 in conjunction with the Trust, and used again in 2010, were retained for the 2012 survey. However, in addition to content changes, this year the survey was administered using an online methodology.
- A postcard invitation was mailed out November 14th 2012 to all UniverCity residences from lists made available by the Trust. Included on the postcard was a survey link that respondents could use to access the survey. They were asked to respond by December 7th. In addition to the postcard invitation emails were sent out by the Trust to households for whom they held email addresses, and finally phone calls were made to households for whom a publicly listed telephone number was available.
- As an incentive, all those completing a survey were offered the opportunity to enter a prize draw with the chance to win a \$200 gift certificate for Nesters market.

➤ Methodology

- In total 273 residents completed a survey from a total of 1,394 households that were invited. The margin of error on this finite sample size is +/- 5% at the 95% confidence level.

The following notations have been used in this report to signify changes over time:

- ▲ Significantly higher ▲ Directionally higher
- ▼ Significantly lower ▼ Directionally lower

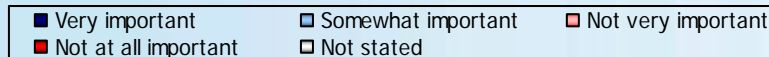
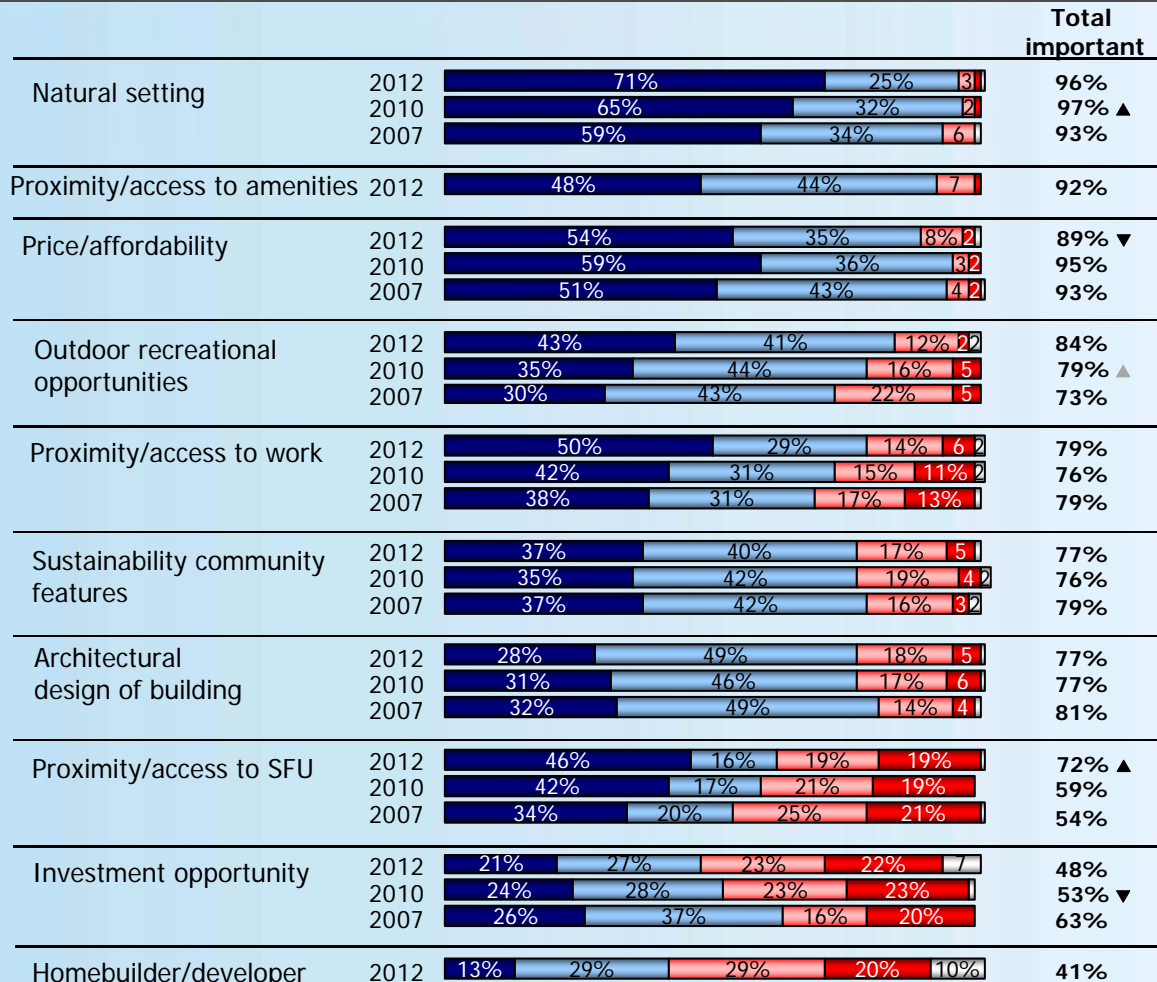
Significance is tested at the 95% confidence level. Directionally higher/lower is not yet statistically significant at the 95% confidence level, but suggests a possible emerging trend of interest.



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Key Findings

► Factors Influencing Decision to Live at UniverCity



- When prompted, the strongest influences when choosing to live at UniverCity continue to include the natural setting, affordability of the development, recreational opportunities, and new this year, proximity or access to amenities.
- In 2012, proximity to work, sustainability features and architectural design remain important for more than three-quarters of residents.
- The proportion that rates proximity to SFU as important increases this year, a reflection of the increase in households that include faculty or staff recorded later in the survey.
- The importance of the community as an investment opportunity continues to lessen in importance over time, while the homebuilder or developer is rated lowest in terms of importance.

Base: 2012 (n=275)
2010 (n=275)
2007 (n=318)

Q.A1) How important were each of the following in your decision to live at UniverCity?

➤ Life at UniverCity: Likes

	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (273) %
Likes:			
Natural setting fresh air	34	36	38
Location (general)	27	22	29▲
Sense of community/neighbours/friendly atmosphere	10	25▲	29
Proximity to SFU	18	18	24▲
Quiet/tranquil	33	29	23
Access to amenities/ Nesters Market	5	16▲	23▲
Unique development/ sustainable community/ lifestyle	12	8	23▲
Outdoor recreation opportunities	13	14	18
Views/it's beautiful	19	16	16
Close to Elementary School/ Daycare	-	2	14▲
It's safe	4	6	12▲
Access to transit/transit pass	5	9▲	7
Affordable, investment opportunity	1	1	4▲
New development/liked condo layout	9	6	4
It's clean	4	6	3▼
Miscellaneous	1	2	-
Not stated	6	3	5

Q.A2) What in particular do you like about living at UniverCity?

- The location and natural setting of the UniverCity development continue to be the most common appeal of life there.
- Encouragingly, those mentioning the sense of community continues to trend upward in 2012; the uniqueness of the sustainable development and access to amenities both increase significantly this year.
- For those currently working or studying, mention of the proximity to SFU increases directionally.
- Mentions of the elementary school and daycare increase significantly as does the sense of safety in the community.
- And while also increasing this year, affordability remains one of the less commonly mentioned attributes of the community.

➤ Life at UniverCity: Dislikes

	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (273) %
Dislikes:			
Lack of retail services/no liquor store	26	9▼	19▲
Very secluded/isolated	9	10	13
Problems with other residents/rude/don't pick up after their dogs	5	10▲	13
No sense of community	5	4	12▲
Weather (Cloudy/foggy/snow)	5	2▼	11▲
Not a true sustainable community/ Development not as promised	-	2	11▲
Problems with students/ Turning into university housing	3	5	10▲
Community dependent upon vehicles/not enough transit options/ too far to walk for transit	10	6▼	10▲
Complaints about Polygon/SFU Trust/strata	6	4	10▲
Not enough green space/poorly landscaped	3	8▲	9
Too much traffic/dangerous drivers	4	5	8
Lack of larger home sizes (i.e. above 1300 sq. ft.)/ lack of storage	-	5	8
On-going construction causes disruptions/inconvenience/irritation	7	3▼	7▲
Parking problems/cars get towed/not enough street parking	14	10	7
Road concerns (too narrow, need lighting, etc)	4	4	7
Too noisy	2	6▲	7

continued...

- This year sees somewhat of a resurgence in dissatisfaction with retail services, particularly the lack of a liquor store, mentioned by one-in-five.
- As seen a year ago about one-in-ten residents continues to highlight the secluded nature of the community as well as issues they have had with other residents.
- Also mentioned by about one-in-ten, and increased compared with a year ago, are a wide variety of things such as a lack of a sense of community, concerns about increased student rentals, disappointment with sustainability features, complaints about the developer, and even complaints about the weather.
- Other dislikes are also varied, but generally only mentioned by fewer than one-in-ten in each case.

➤ Life at UniverCity: Dislikes

	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (*) %
Dislikes (cont'd):			
Poor garbage collection/too much litter	2	5▲	7
Lack of/not enough/entertainment/restaurants/pubs	11	4▼	6
Removal of Transit Pass	-	-	5
Need medical clinic/ doctor's office	-	-	4
Cost of living (i.e. retail, parking)	-	-	4
Growing population/ too crowded	-	-	4
Increased crime/safety concerns	5	2▼	3
Lack of recreational opportunities/trails/community centre/ swimming pool	4	2	3
Poor quality construction	2	1	2
Poor cell phone reception	1	<1	-
Local retail hours are inconvenient	5	3	-
Lack of off-leash dog area/park	-	5	-
Poor investment/ too expensive	-	5	-
Inefficient snow removal	8	6	-
Lack of elementary schools	8	-	-
Miscellaneous	3	4	5
Not stated	13	18▲	14

- New this year are comments regarding removal of the transit pass, the need for a medical clinic, the increasing cost of living in the community, and the increasing population.
- While dislikes no longer raised include lack of an elementary school, inconvenient retail hours, lack of an off-leash dog area, complaints about snow removal, and properties being a poor investment.

➤ Area Lived in Prior to Moving to UniverCity

	<u>Previously Lived</u>		
	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (273) %
Burnaby	29	32	30
Vancouver	26	24	24
Tri Cities (Coquitlam, Port Coquitlam, Port Moody)	12	12	13
North Shore	6	6	6
Other Metro Vancouver	12	12	8
Other BC	3	1	5▲
Other Canada	5	5	5
USA	4	4	6
Other	<1	4	4
Not stated	2	-	-

Q.A41) Where did you live before moving to UniverCity?

- Consistent with 2007 and 2010, the majority of residents in 2012 previously lived in either Burnaby, Vancouver or the Tri-Cities prior to moving to UniverCity.
- An additional 14% moved from other parts of Metro Vancouver, while the proportion coming from other parts of BC sees an increase, now 5%.

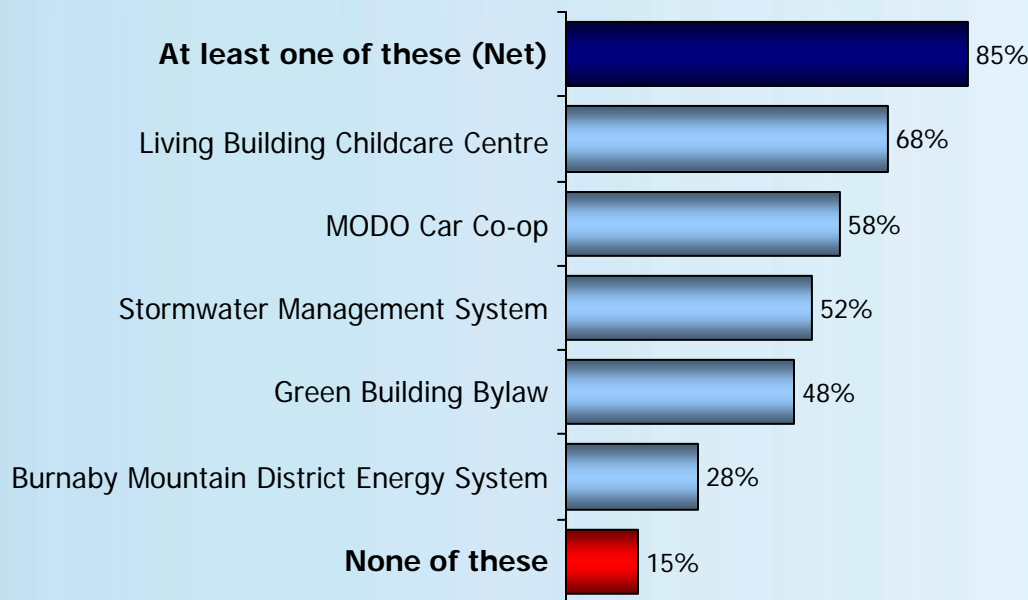
➤ Areas Considered Prior to Moving to UniverCity

	<u>Previously Considered</u>	
	<u>2010</u> (275) %	<u>2012</u> (273) %
Burnaby	57	58
Vancouver	37	41
Tri Cities (Coquitlam, Port Coquitlam, Port Moody)	19	36▲
North Shore	16	18
New Westminster	9	18▲
Richmond	2	2
Other Metro Vancouver	3	3
Other BC	<1	<1
Other Canada	<1	-
USA	<1	-
Other	<1	-
Not stated	-	6

Q.A4ii) And where did you consider moving to before moving to UniverCity?

- Also consistent with the measure taken in 2010, the large majority of residents, considered living in either Burnaby or Vancouver before settling on UniverCity.
- This year more than one-third had considered the Tri-Cities, with about one-in-five considering either the North Shore or New Westminister.

➤ Awareness of Sustainability Features or Initiatives

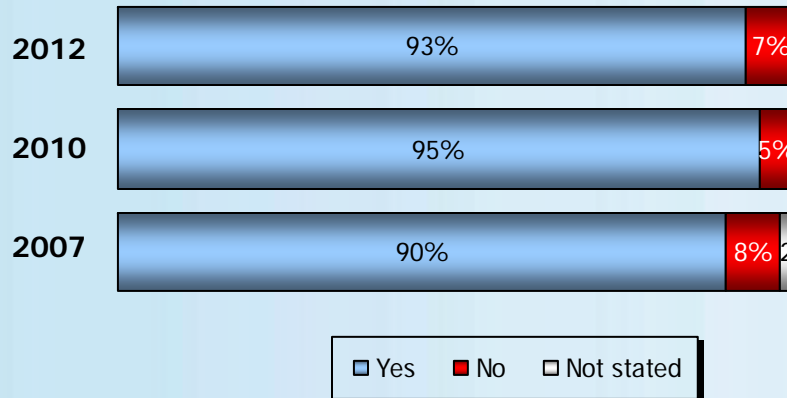


Base: 2012 (n=273)

Q.A5) Before today which of the following sustainability features or initiatives at UniverCity were you aware of?

- When prompted with various sustainability features found within the community more than eight-in-ten residents are aware of at least one, with about half or more aware of most features.
- The most commonly known feature is the Living Building Childcare Centre, followed by the MODO Car Co-op.
- About half of all residents is aware of the Stormwater Management System, with a similar proportion aware of the Green Building Bylaw.
- Least commonly known is the Burnaby Mountain District Energy System.

➤ Would Recommend Life at UniverCity



Base: 2012 (n=273)
2010 (n=275)
2007 (n=318)

Q.A6a) Would you recommend UniverCity to friends or family?

- Consistent with 2007 and 2010, almost all residents continue to say they would recommend UniverCity to friends and family.

➤ Reasons NOT to Recommend Life at UniverCity

	Total would not recommend UniverCity to others
	<u>2012</u> (19) #
Very secluded/ isolated/ long commute off the mountain	5
Lack of amenities/ services	4
No sense of community	4
Property has not held its value/ no appreciation	3
Not a true sustainable community/ development not as promised	3
Problems with other residents	2
Too much traffic/ dangerous drivers/ speeding	1
Too crowded/ Over-developed/ Units are too close together	1
Lack of larger home sizes/ need more space for family	1
No reason provided	5
<i>Q.A6b) Why not?</i>	

- Among the few that would not recommend UniverCity no single reason stands out, with comments varying between being “too secluded” to being “too crowded”.
- Other things that put off the residents include a lack of amenities, disappointment with sustainability features, problems encountered with other residents, and concerns about traffic.

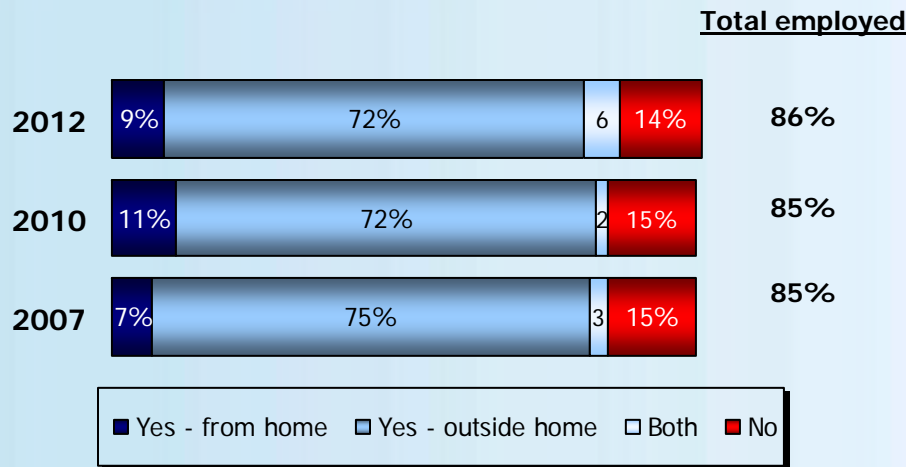


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Section B



➤ Employment Status



Base: 2012 (n=273)
2010 (n=275)
2007 (n=318)

Q.B1) Are you employed or working for pay?

- Proportionally unchanged compared with 2007 and 2010, the majority of residents is currently employed for pay.
- Most work outside the home, with about 1-in-10 that works from home, and some that do both.



➤ Work Location

	Total employed outside the home				
	Respondent			*Other Adults	
	<u>2007</u> (270) %	<u>2010</u> (204) %	<u>2012</u> (213) %	<u>2010</u> (131) %	<u>2012</u> (177) %
Burnaby	42	45	36▼	51	46
Vancouver	37	39	30▼	31	30
Tri Cities	7	10	8	4	7
North Shore	7	6	5	1	7▲
Richmond	6	6	6	3	3
New Westminster	3	5	5	2	2
Langley/Surrey	4	5	5	2	5
Fraser Valley	1	1	1	-	-
Other	4	11	10	6	-

Q.B2) If you work outside the home, where do you work?

Q.B4) If other adults or grown children in your household work outside the home, where do they work?

**Asked in 2010 and 2012 only*

- Amongst those who commute to their place of work the majority, about two-thirds, travels to either Burnaby or Vancouver.
- The proportion of those commuting to other parts of the Lower Mainland remains largely unchanged since 2007.
- Among other adults in the household that commute, proportions generally reflect those of the respondents themselves, with an increase this year of those commuting to the North Shore.
- Some of the change in response appears to be the result of fewer people providing more than one work location compared with past surveys rather than a shift from one location to another.

➤ Mode of Transportation to Work

	Total employed outside the home				
	Respondent			*Other Adults	
	<u>2007</u> (270) %	<u>2010</u> (204) %	<u>2012</u> (213) %	<u>2010</u> (131) %	<u>2012</u> (177) %
Personal vehicle	60	51▼	41▼	53	46
Transit	34	36	25▼	39	27
Walk	16	22	27	13	25
Bike	3	5	1	3	-
Car pool/car share vehicle	4	3	3	3	7
Other	2	-	2	2	3
Not stated	3	2	-	4	-

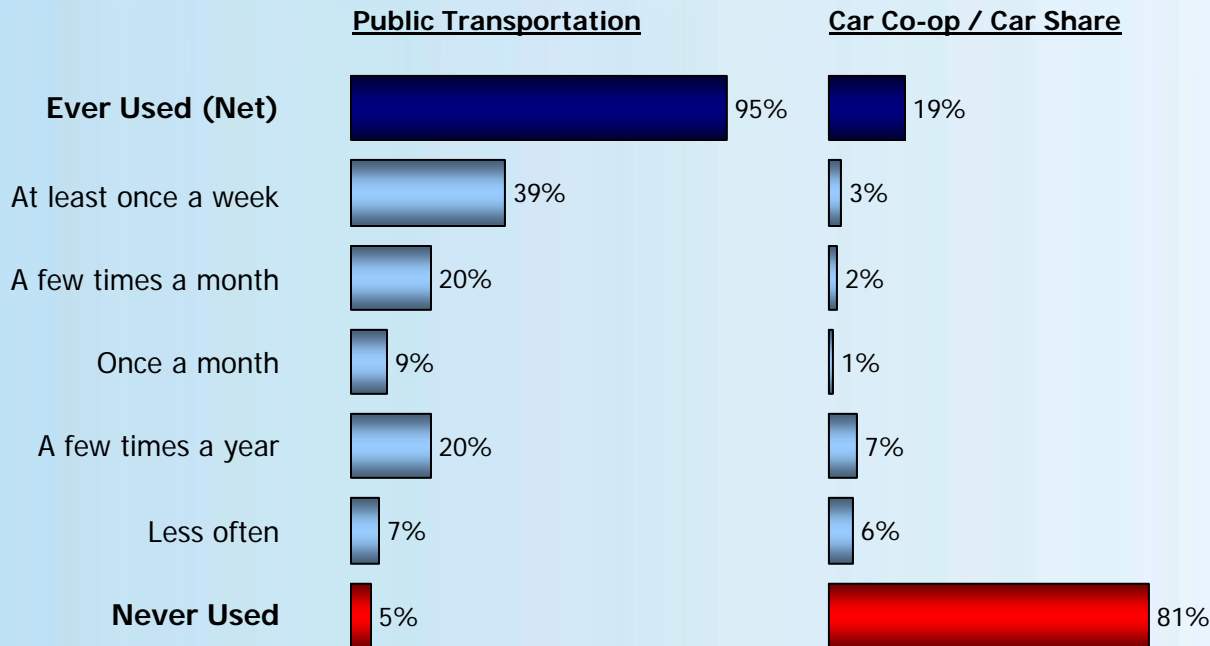
Q.B3) What is your usual mode of transportation to work?

Q.B5) What is their usual mode of transportation to work?

**Asked in 2010 and 2012 only*

- While the most common mode of transportation for commuters continues to be by private vehicle the proportion of residents that drives has continued to fall, this year significantly so, from about half in 2010 to just four-in-ten this year.
- Also falling significantly is reported use of public transit, down from one-third in 2010 to one-quarter in 2012. The proportion of those who walk to work has continued to trend upward since 2007 as the proportion of respondents that work at SFU has also increased.
- Without a corresponding *significant* increase in any of the other modes of travel, the decline in use of cars or public transit also appears to be a decrease in the number of people providing more than one mode of travel rather than shifting from one mode to another.

➤ Use of Transportation Alternatives



- While almost all residents have at one time or another used public transit, just over one-third uses it at least once a week or more.
- The majority uses it a few times a month or less often once a month or less often.
- One-in-five residents has at one time or another made use of the car co-op service; among those that have, most use it just a few times a year or less.

Base: 2012 (n=273)

Q.B6) How often if at all do you personally use:



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Section C

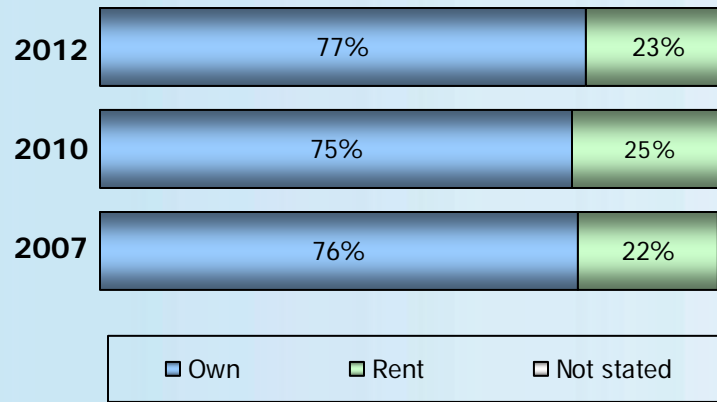
➤ Household Composition

	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (273) %
Total Adults:			
1	25	25	22
2	64	68	68
3	8	6	8
4	3	<1	3▲
5	<1	-	1
MEAN	1.9	1.8	2.0
Total Children:			
0	79	69▼	59▼
1	14	19	23
2	6	10▲	18▲
3	-	1	1
Not stated	1	2	-
MEAN	0.3	0.4	0.6
Average Household Size	2.2	2.2	2.6

Q.C1) How many people including yourself live in your household?

- Households at UniverCity are most likely to have two adults (making up two-thirds of homes) or a single adult (almost one-quarter).
- While the majority, about six-in-ten, is without children, the proportion with children has increased steadily from 20% in 2007 to 41% currently.
- Those with children tend to be smaller family units with just one or two children.
- The average household size is now approximately 2.6 people.

➤ Current Home Tenure

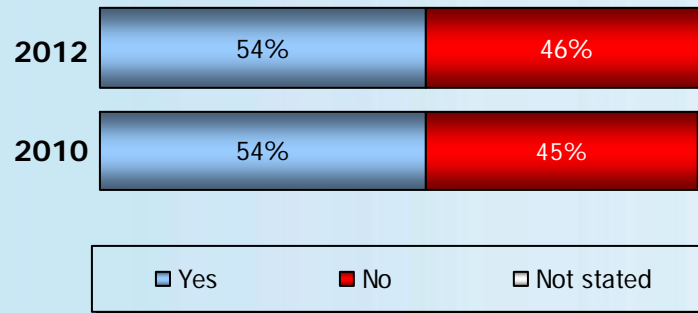


Base: 2012 (n=273)
 2010 (n=275)
 2007 (n=318)

Q.C2) Do you own or rent your suite?

- Consistent with 2007 and 2010, three-quarters of UniverCity residents own the property they currently occupy.

➤ First Time Home Purchase



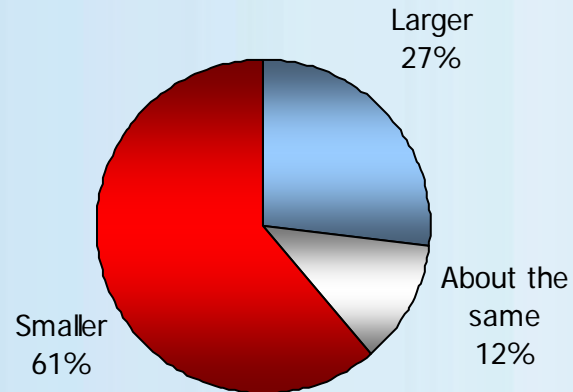
- Unchanged since 2010, for more than half of UniverCity residents that own their property this is the first property they have purchased.

Base: 2012 Homeowners (n=209)
2010 Homeowners (n=205)

Q.C3) Is this the first home you have purchased?



➤ Size of residence compared with previous home

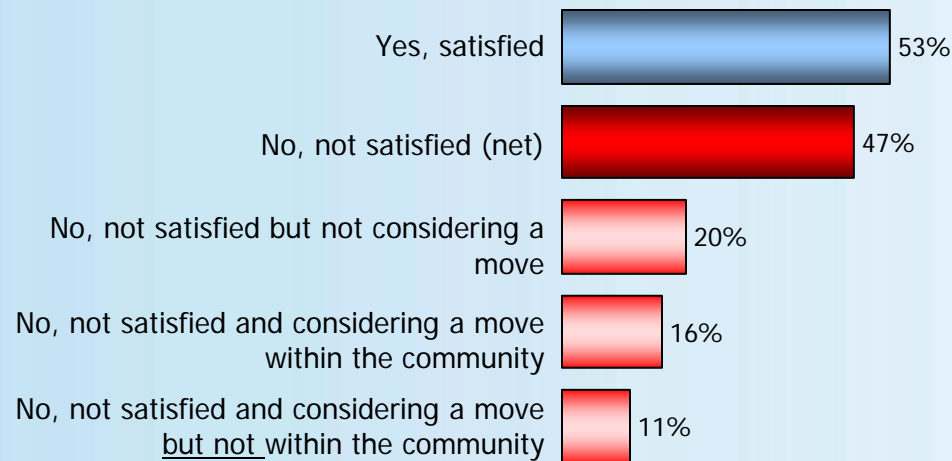


- For the majority of those that have owned a property before, their current home at UniverCity is smaller than their previous (61%).
- For about a quarter their current property is larger.

Base: Total have owned before 2012 (n=97)

Q.C4) Is your current home smaller, larger or about the same size as your previous home?

➤ Satisfaction with size of current suite



- Just over half of all residents is currently satisfied with the size of their home.
- About one-in-ten is considering a move outside of the community, 16% is considering a move within UniverCity, and one-in-five is not satisfied but not yet considering a move.

Base: 2012 (n=273)

Q.C5a) Are you satisfied with the size of your current residence?

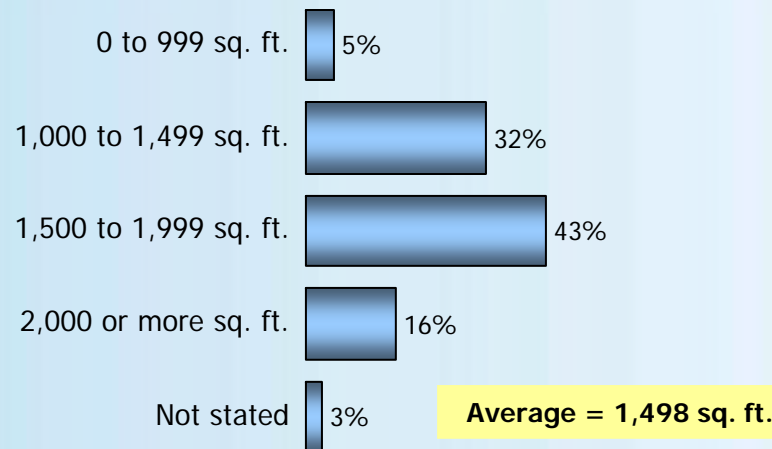


➤ Reason for moving out of the community

	<u>Those considering a change but not within the community</u> (31) %
Lack of larger home sizes/ need more space for family/ own yard or garden	65
Very secluded/ isolated/ long commute off the mountain	23
Too crowded/ lack of privacy/ units are too close together	16
Parking problems	13
Lack of amenities/ services	10
Cost of living (i.e. retail, parking)	10
Removal of transit pass	7
Poor quality construction	3
<i>Q.C5b) Why is that?</i>	

- Among those considering a move outside of UniverCity the most common reason is the need for more space for a growing family, and the desire for personal outdoor space.
- About one-quarter also feels somewhat isolated in the mountaintop community, while 16% finds it too crowded, mostly due to the way the units are spaced.

➤ Ideal Home Size – Square Footage

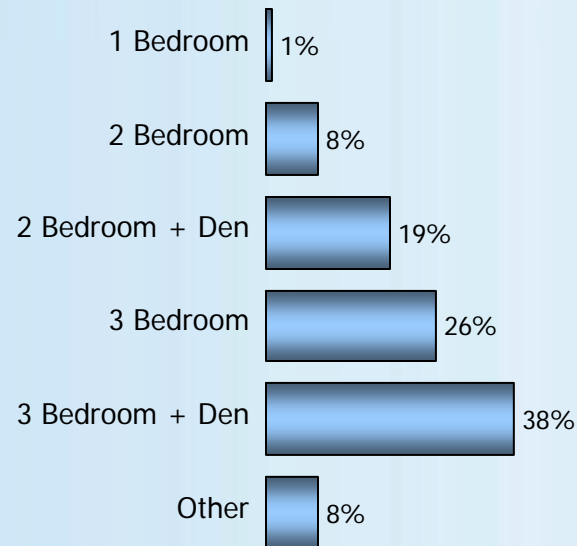


- Among those considering a change, either within or outside the community, the average ideal home size is approximately 1,500 square feet.

Base: 2012 Those Considering a Change (n=74)

*Q.C6ai) What would be your ideal home size?
Square Footage*

➤ Ideal Home Size – Number of Bedrooms

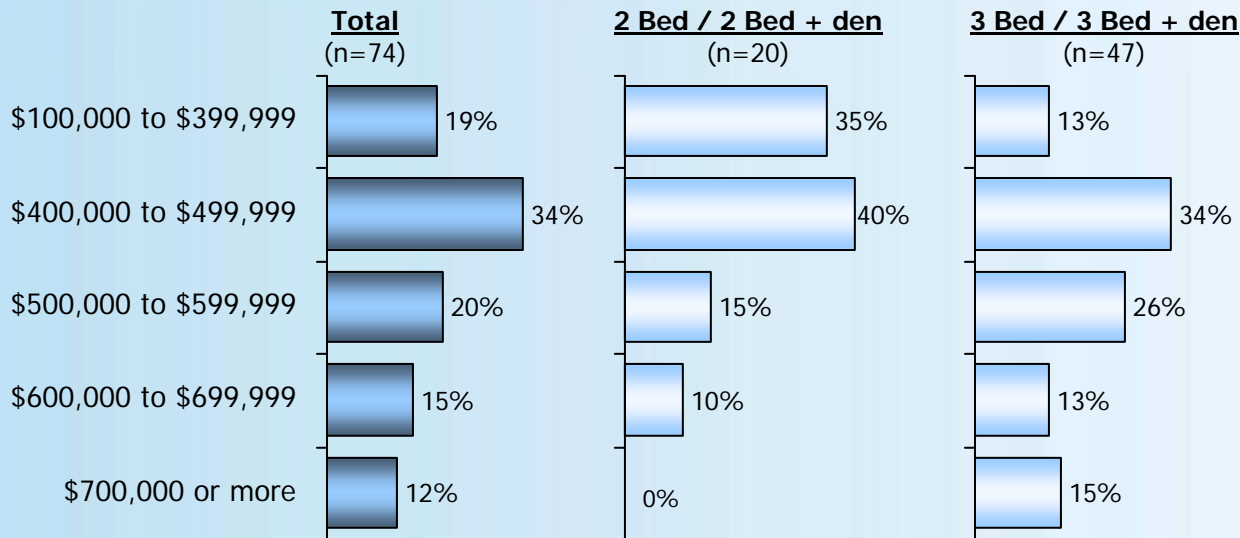


- And among those looking to move the majority, about two-thirds would like at least three bedrooms (64%).

Base: 2012 Those Considering a Change (n=74)

Q.6aii) What would be your ideal home size?
Number of Bedrooms

➤ Price Range Willing to Pay



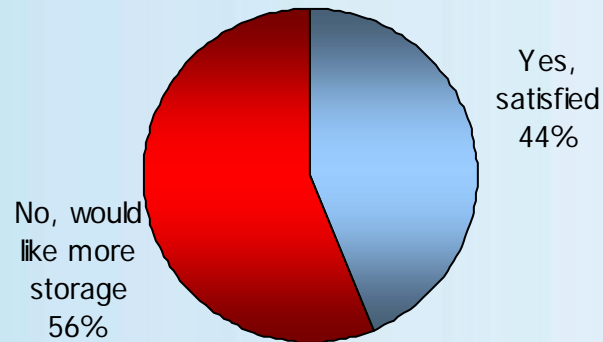
Base: 2012 Those Considering a Change (n=74)

Q.C6b) And what price would you be willing to pay?

- Overall the majority of those looking to move to a larger residence would pay no more than \$500,000 (53%).
- This is particularly true of those looking for a two bedroom residence (75%).
- Among those looking for a three bedroom residence just over half is prepared to pay \$500,000 or more (54%).



➤ Satisfaction with current storage space

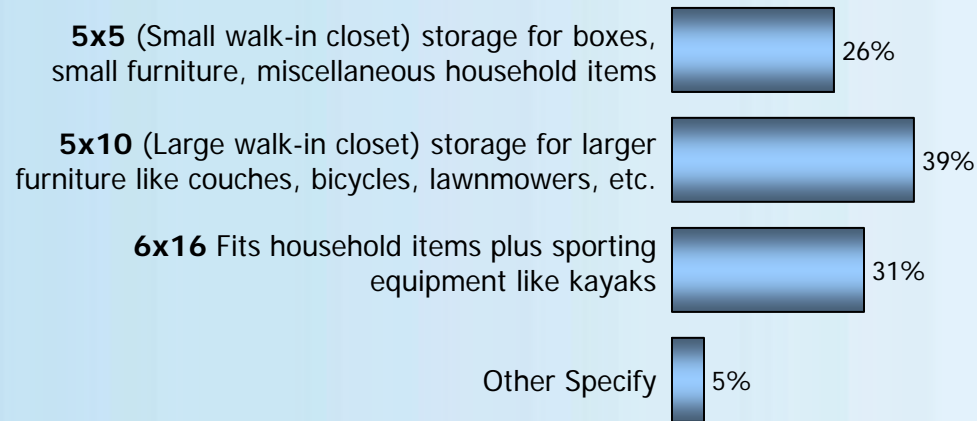


- More than half of all households are currently dissatisfied with the amount of storage space they have and would like more.

Base: 2012 (n=273)

Q.C7a) Are you satisfied with the amount of storage you currently have?

➤ Current Storage Needs

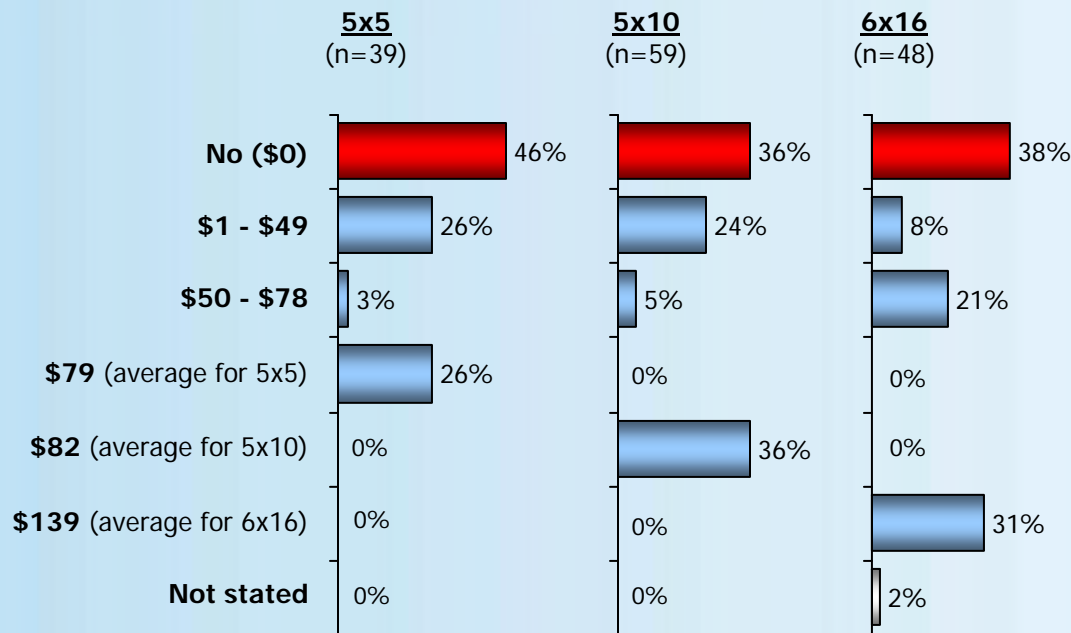


- Requirements among those interested in more space vary, with one quarter interested in a smaller space (5x5), and approximately one-third each interested in a mid-size (5x10) or a larger space (6x16).

Base: 2012 Total would like more storage (n=153)

Q.C7b) Which of the following is closest to your estimated storage needs:

➤ Willingness to pay for storage needs



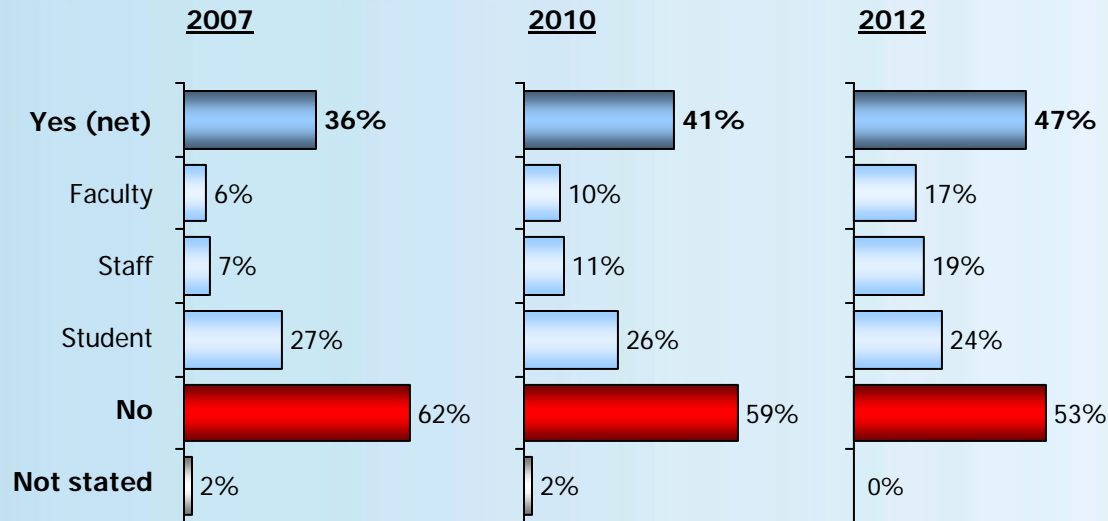
- Among those interested in the small space almost half would not pay for it; one-quarter would pay up to \$50, while one-quarter would pay the average of \$79.
- Among those interested in the mid-size space about one-third would not pay for it; one-quarter would pay up to \$50, while one-third would pay the average of \$82.
- And among those interested in the larger space more than one-third would not pay for it; more than one-quarter would pay no more that \$78, while almost one-third would pay the average of \$139.

Base: 2012 Total would like more storage (n=153)

Q.C7c) The typical rental storage cost in the region for that size of storage is [\$79/\$82/\$139] per month. Would you be willing to pay that associated cost to get the storage you need?

Q.C7d) IF NO: What if anything would you be willing to pay for it?

➤ Incidence of Household Associated with SFU



- In 2012 almost half of all households have someone associated with Simon Fraser University.
- This proportion represents an upward trend having increased significantly compared with 2007.
- The increase has occurred among the proportion of households that has faculty or staff rather than an increase in students.

Base: 2012 (n=273)
2010 (n=275)
2007 (n=318)

Q.C8) Are you or someone in your household associated with SFU?

➤ Number of Cars and Parking Spaces

	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (273) %
Household cars:			
Zero cars	9	8	10
1 car	64	65	64
2 cars	24	24	25
3 cars	2	1	1
4 cars	1	-	-
5 cars	<1	-	<1
Average	1.2 cars	1.2 cars	1.2 cars
Those with cars	(288) %	(247) %	(246) %
Parking spaces:			
Zero	<1	<1	-
1 space	76	79	78
2 spaces	23	20	22
3 spaces	1	<1	<1
5 spaces	-	<1	-
<i>Q.C9a) How many cars does your household own?</i>			
<i>Q.C9b) How many parking spaces do you have?</i>			

- Unchanged compared with 2007 and 2010, almost two-thirds of households in 2012 owns just one vehicle, with one-quarter of households that has two.
- A total of 1-in-10 households does not own a private vehicle.
- More than three-quarters of all households report that they have one parking space, with at least 1-in-5 who have two or more spaces.

➤ Parking Additional Cars

	Total households with more cars than parking spaces		
	2007	2010	2012
	(50)	(38)	(43)
	%	%	%
Street parking	38	45	70▲
SFU (resident parking program)	18	11	2
Rent additional spots(s)	16	18	35▲
Visitor parking	10	3	7
Other	8	-	7
Not stated	20	26	-

Q.C9c) If you have extra cars, where do you park these car(s)?

- Amongst those who have more vehicles than spaces, more than two-thirds uses street parking.
- About one-third rents additional spots, while the remainder use the visitor parking or the SFU resident parking program.

➤ Languages Spoken at Home

	<u>2007</u> (318) %	<u>2010</u> (275) %
British/European	40	43
Canadian	21	24
Chinese	27	24
Korean	7	7
South Asian	3	5
Japanese	2	2
Other Asian	4	1
Other	8	5
Not stated	3	3

Q.C12) While we all live in Canada, our ancestors come from many different ethnic backgrounds. What is the main ethnic background of your ancestors?

	<u>2012</u> (273) %
English	91
Chinese	13
Mandarin	11
Cantonese	7
French	7
Spanish	5
Korean	2
Punjabi	<1
Other	11

Q.C10) Which language or languages are most commonly spoken in your household?

- In the surveys completed in 2007 and 2010 residents were asked of their ethnic backgrounds. In 2012 the question was changed to enquire which were the main languages spoken at home.
- While the previous question identified a rich and diverse community in terms of ancestry, the new question provides insight into the dominant languages spoken within the community and provides some guidance in terms of the most effective languages used when communicating with the community
- Currently more than nine-in-ten households speak English, with about one-in-ten that speaks Chinese; French and Spanish are the next most common languages spoken.
- It should be noted however that the survey was provided in English and Chinese but no other languages.

► Years Lived at UniverCity

	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (273) %
Less than 6 months	18	10▼	6▼
6 to 11 months	35	14▼	3▼
1 year	15	10▼	5▼
2 years	25	18▼	13
3 years	4	14▲	16
*more than 3 years	1	33▲	58▲
4 years	n/a	n/a	11
5 years	n/a	n/a	15
6 years	n/a	n/a	15
7 years	n/a	n/a	14
8 years	n/a	n/a	3
Not stated	2	2	-

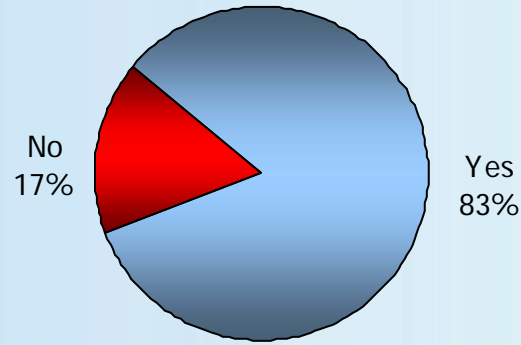
Q.C13) How long have you lived at UniverCity?

**Answer options in 2007 and 2010 only went up to "More than 3 years" and did not break out any further*

- In 2012 fewer than one-in-ten residents say they have lived in the UniverCity community for less than a year, compared with one-quarter in 2010.
- And now, while more than half has lived in the community for four or more years, almost half has been there for five or more years (47%).



➤ Future Plans



- The large majority of residents is planning to stay in the community for the foreseeable future.

Base: Total 2012 (n=273)

Q.C12a) Are you planning to stay in the community for the foreseeable future?

➤ Reasons for Leaving the Community

	<u>Total not planning to stay in the community</u>
	<u>2012</u>
	(47)
	%
Student/ graduating/ short term resident	23
Community is too small/ isolated/ prefer central location	19
Lack of larger home sizes/ need more space for family	19
Too long of a commute	15
Moving for personal reasons (e.g. job, family)	11
Lack of services/ amenities	9
Cost of living (i.e. retail, parking)	9
Removal of transit pass	9
No sense of community/ problems with other residents	6
Community dependent upon vehicles/ not enough transit	6
Not a true sustainable community/ not as promised	4
Dislike leasehold properties	4
Disruption from on-going construction/ overdevelopment	4
Poor property value for money/ Not appreciated as much as other areas	4
Too much traffic/ dangerous drivers/ speeding	2
Parking problems/ cars towed/ lack of street parking	2
Not stated	9

Q.C12b) Why not?

- Among those not planning to remain in the community almost one-quarter are students and so only short-term residents. For others the reasons are quite varied.
- Some of the main reasons for wanting to leave include the feeling of isolation in the mountaintop community, and a desire to be living more centrally. Also is a desire for a larger residence for growing families.
- For some their commute is proving too much while others are moving for a new job, to be closer to family.
- For about one-in-ten the loss of the transit pass has had an impact, and others are finding the cost of living to be too high.

► Distribution of Surveys by Development

Distribution of Interviews			
	<u>2007</u> (318) %	<u>2010</u> (275) %	<u>2012</u> (273) %
<i>Development</i>			
Altaire Tower 1	-	3	3
Altaire Tower 2	-	6	3
Aurora	11	7	8
Cornerstone Building	-	4	3
Harmony	20	18	15
One University Crescent	11	12	14
Nest	-	-	2
Novo	14	10	10
Novo 2	16	11	8
Serenity	22	18	20
The Hub	-	4	3
Verdant	-	10	12
Other	5	-	1



MUSTEL GROUP
MARKET RESEARCH

Questionnaire

Welcome to the UniverCity Resident Survey. The information from this survey will provide valuable direction for the planning of services and amenities, improving the quality of life for UniverCity residents. Please be assured that all responses are confidential and results will be reported in aggregate form only.

A. UniverCity Life

A1. How important were each of the following in your decision to live at UniverCity?

	Very Important	Somewhat Important	Not Very Important	Not At All Important	N/A or Don't know
a Price/ affordability	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
b Natural setting/views	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
c Proximity/access to amenities and services	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
d Architectural design of buildings	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
e Sustainability features	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
f Proximity/access to SFU	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
g Proximity/access to work	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
h. Investment opportunity	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
i. Outdoor recreational opportunities	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹
j. Homebuilder/developer	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁹⁹

A2. What in particular do you like about living at UniverCity?

A3. What in particular, if anything, do you dislike about living at UniverCity?

A4i. Where did you live before moving to UniverCity?

	Lived before UniverCity (check only one in this column) ↓
a. Burnaby	<input type="checkbox"/> ¹
b. Tri-Cities (Coquitlam/PoCo/Port Moody)	<input type="checkbox"/> ²
c. New Westminster	<input type="checkbox"/> ³
d. Vancouver	<input type="checkbox"/> ⁴
e. North Shore	<input type="checkbox"/> ⁵
f. Richmond	<input type="checkbox"/> ⁶
g. Langley/Surrey	<input type="checkbox"/> ⁷
h. Fraser Valley	<input type="checkbox"/> ⁸
i. Other Specify: _____	<input type="checkbox"/> ⁹

A4ii. And which other communities did you consider moving to before choosing UniverCity?

	Considered before UniverCity (check all that apply in this column) ↓
a. Burnaby	<input type="checkbox"/> ¹
b. Tri-Cities (Coquitlam/PoCo/Port Moody)	<input type="checkbox"/> ²
c. New Westminster	<input type="checkbox"/> ³
d. Vancouver	<input type="checkbox"/> ⁴
e. North Shore	<input type="checkbox"/> ⁵
f. Richmond	<input type="checkbox"/> ⁶
g. Langley/Surrey	<input type="checkbox"/> ⁷
h. Fraser Valley	<input type="checkbox"/> ⁸
i. Other Specify: _____	<input type="checkbox"/> ⁹

A5. Before today which of the following sustainability features or initiatives at UniverCity were you aware of?

	Yes	No	Don't know
a. Green Building Bylaw	<input type="checkbox"/> ¹	<input type="checkbox"/> ⁰	<input type="checkbox"/> ⁹⁹
b. Burnaby Mountain District Energy System	<input type="checkbox"/> ¹	<input type="checkbox"/> ⁰	<input type="checkbox"/> ⁹⁹
c. MODO Car Co-Op	<input type="checkbox"/> ¹	<input type="checkbox"/> ⁰	<input type="checkbox"/> ⁹⁹
d. Living Building Childcare Centre	<input type="checkbox"/> ¹	<input type="checkbox"/> ⁰	<input type="checkbox"/> ⁹⁹
e. Stormwater Management System	<input type="checkbox"/> ¹	<input type="checkbox"/> ⁰	<input type="checkbox"/> ⁹⁹

A6a. Would you recommend UniverCity to friends or family?

- ¹ Yes
² No

A6b. IF NO: Why not?

--

B. Service/Amenity Needs

B1. Are you currently employed or working for pay?

- ¹ Yes, work from home
² Yes, work outside the home
³ No

B2. IF WORK OUTSIDE THE HOME: Where do you work?

	You
a. Burnaby	<input type="checkbox"/> ¹
b. Tri-Cities (Coquitlam/PoCo/Port Moody)	<input type="checkbox"/> ²
c. New Westminister	<input type="checkbox"/> ³
d. Vancouver	<input type="checkbox"/> ⁴
e. North Shore	<input type="checkbox"/> ⁵
f. Richmond	<input type="checkbox"/> ⁶
g. Langley/Surrey	<input type="checkbox"/> ⁷
h. Fraser Valley	<input type="checkbox"/> ⁸
i. Other or multiple locations	<input type="checkbox"/> ⁹

B3. What is your usual mode of transportation to work?

	You
a. Personal vehicle	<input type="checkbox"/> ¹
b. Car pool/ car share vehicle	<input type="checkbox"/> ²
c. Public Transit (e.g. bus, SkyTrain etc)	<input type="checkbox"/> ³
d. Bike	<input type="checkbox"/> ⁴
e. Walk	<input type="checkbox"/> ⁵
f. Other	<input type="checkbox"/> ⁶

B4. If other adults or grown children in your household work outside the home, where do they work?

	Other Adult1	Other Adult2	Other Adult3	Other Adult4	Other Adult 5
a. Burnaby	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹
b. Tri-Cities (Coquitlam/PoCo/Port Moody)	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²
c. New Westminster	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³
d. Vancouver	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴
e. North Shore	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵
f. Richmond	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶
g. Langley/Surrey	<input type="checkbox"/> ⁷	<input type="checkbox"/> ⁷	<input type="checkbox"/> ⁷	<input type="checkbox"/> ⁷	<input type="checkbox"/> ⁷
h. Fraser Valley	<input type="checkbox"/> ⁸	<input type="checkbox"/> ⁸	<input type="checkbox"/> ⁸	<input type="checkbox"/> ⁸	<input type="checkbox"/> ⁸
i. Other or multiple locations	<input type="checkbox"/> ⁹	<input type="checkbox"/> ⁹	<input type="checkbox"/> ⁹	<input type="checkbox"/> ⁹	<input type="checkbox"/> ⁹
No others in household work for pay outside the home					

B5. And what is their usual mode of transport to work?

	Other Adult1	Other Adult2	Other Adult3	Other Adult4	Other Adult 5
a. Personal vehicle	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹
b. Car pool/ car share vehicle	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²
c. Public Transit (e.g. bus, SkyTrain etc)	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³
d. Bike	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴
e. Walk	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵
f. Other	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶

B6. How often, if at all, do you personally use:

	At least once a week	A few times a month	Once a month	A few times a year	Less Often	Never
a. Public Transportation (e.g. bus, SkyTrain etc)	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁶
b. Car Co-Op/ Car Share	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁶

C. You and Your Household

The following information will help us plan for the economic, recreational and housing needs of our community, today and into the future. Please note again that all responses are confidential and results will be reported as totals only.

C1. How many people, including yourself, live in your household?

	Number of children		Number of adults
a. Children Under 5 years of age	_____	e. Adults 18 – 34 years	_____
b. Children 5 – 9	_____	f. Adults 35 – 49 years	_____
c. Children 10 – 14	_____	g. Adults 50 – 64 years	_____
d. Children over 14	_____	h. Adults 65 years or better	_____

C2. Do you own or rent your suite?

- ¹ Own
² Rent

C3. IF OWN: Is this the first home you've purchased?

- ¹ Yes
² No

C4. IF NOT FIRST HOME ASK: Is your current home smaller, larger or about the same size as your previous home?

- ¹ **Smaller**
² **Larger**
³ **About the same**

C5. Are you satisfied with the size of your current residence?

- ¹ Yes, Satisfied
² No, Not Satisfied, but not considering a move
³ No, Not Satisfied and Considering a change within the community
⁴ No, Not Satisfied, and Considering a change but not within the community

IF C5 = Considering a change but not within the community: Why is that?

IF CONSIDERING A CHANGE:

C6a. What would be your ideal home size: #: _____ Square Feet

#: _____ bedrooms

C6b. And what price range would you be willing to pay? RANGES: \$: _____

C7a. Are you satisfied with the amount of storage you currently have?

¹ Yes, satisfied

² No, would like more storage

IF WOULD LIKE MORE STORAGE:

C7b. Which of the following is closest to your estimated storage needs:

A) 5x5 (Small walk-in closet) storage for boxes, small furniture, miscellaneous household items. [NOT SHOWN:\$79 per month]

B) 5X10 (Large walk-in closet) storage for larger furniture like couches, bicycles, lawnmowers, etc. [NOT SHOWN:\$82 per month]

C) 6x16 (Fits household items plus sporting equipment like kayaks. [NOT SHOWN:\$139 per month]

D) Other: SPECIFY

IF A, B or C ASK:

C7c. The typical rental storage cost in the region for that size of storage is: INSERT CORRESPONDING AMOUNT FROM RESPONSE GIVEN ABOVE Would you be willing to pay that associated cost to get the storage you need?

¹ Yes

² No

C7d. IF NO ASK: What if anything would you be willing to pay for it: \$: _____ per month (if not willing to pay write 0)

C8. Including yourself, how many people in your household are associated with SFU as:

Faculty: # _____

Staff: # _____

Student: # _____

C9a. How many cars does your household have? #: _____ Car(s)

C9b. How many parking spaces do you have? #: _____ Space(s)

C9c. IF HAVE MORE CARS THAN SPACES: Where do you park the extra cars?

¹ On the street

² SFU Resident Parking Program

³ Rent additional spot(s)

⁴ Visitor Parking

⁵ Other: _____

C10. Which language or languages are most commonly spoken in your household?

- ¹ English
- ² French
- ³ Cantonese
- ⁴ Mandarin
- ⁵ Korean
- ⁶ Punjabi
- ⁷ Other: _____

C11. How long have you lived at UniverCity?

- | | |
|--|--|
| <input type="checkbox"/> ¹ Less than 6 months | <input type="checkbox"/> ⁶ 4 years |
| <input type="checkbox"/> ² 6 – 11 months | <input type="checkbox"/> ⁷ 5 years |
| <input type="checkbox"/> ³ 1 year | <input type="checkbox"/> ⁸ 6 years |
| <input type="checkbox"/> ⁴ 2 years | <input type="checkbox"/> ⁹ 7 years |
| <input type="checkbox"/> ⁵ 3 years | <input type="checkbox"/> ¹⁰ 8 years |

C12. Are you planning to stay in the community for the foreseeable future?

- ¹ Yes
- ² No ⇒ why is that? _____

Thank you!
Your participation and feedback are greatly appreciated