June 2010

UniverCity Resident Survey

UniverCity ON BURNABY MOUNTAIN

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Executive Overview

The following are highlights from the UniverCity Resident Survey 2010, 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 a self-completion mail-back survey, first designed for the 2007 survey, was updated in conjunction with the SFU Community Trust and distributed to residents for the 2010 survey.

Influences and Satisfaction

- The strongest influences or reasons for choosing UniverCity continue to be its quiet natural setting, its location 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 just over half of all residents could actually name any specific features or initiatives.
- Other unprompted reasons newly mentioned this year include amenities such as shopping, access to transit, the community atmosphere and benefits for children and families.

Executive Overview

- Overall, more than 9-in-10 residents are satisfied, either very or somewhat, with UniverCity as a place to live; satisfaction is also strong when it comes to access to green space and pathways, recreation and physical activity, access to public transit and an overall sense of safety and security.
- While significant improvement has occurred in the area of retail services, child services and communications, satisfaction remains lowest for opportunities for input in local decision making, the current provision of healthcare services and access to arts and culture.
- Along with the increase in satisfaction, the proportion of residents who have had their expectations met (65%) or exceeded (26%) also increases. Less than 1-in-10 feel their expectations have not been met, mainly due to a concern that the development is not 'truly' sustainable and a perceived lack of green space.

Awareness and Use of Amenities

- In 2010 the UniverCity amenities most commonly used are the food or grocery store (85% now use them at least once a week or more), followed by the mountain trails or paths (49%).

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- Restaurants and retail services are currently used by about one-third of residents at least once a week or more, with personal/business services least utilized.
- Awareness of the additional SFU amenities remains largely unchanged compared with 2007, varying between about half for the museum, art gallery and lectures, to about two-thirds who are aware of the athletic events and the theatre and stores in the Student Services building and finally to three-quarters now aware of the recreational facilities, classes, lessons and programs.
- While awareness of the various community passes or memberships continues to be high in most cases, the uptake of these remains relatively low, including a decline in the use of the Community Card (from 59% to 43% currently):
  - Transit Pass: *Aware (86%) vs. Obtained (42%);*
  - Community Card: *Aware (66%) vs. Obtained (43%);*
  - SFU Gym Membership: *Aware (76%) vs. Obtained (31%);*
  - SFU Library Pass: *Aware (72%) vs. Obtained (30%);*
  - Car Co-op Membership: *Aware (58%) vs. Obtained (6%).*

Executive Overview

- As in 2007, barriers to obtaining the Community Card are mostly time constraints or a lack of awareness of the benefits, though this year sees an increase in those connected to SFU and so entitled to the benefits without use of the card.
- When asked what might make the card more valuable most could think of nothing in particular, with just a few requests for more information about the benefits and for retail and parking discounts. Reasons for not obtaining the transit pass were mostly due to a lack of need, with an increase in the incidence of residents using a U-pass.
- When asked, more than 9-in-10 residents would recommend life at UniverCity to friends or family, mostly because of the quiet, natural environment and convenient location, and increasing this year, the sense of community.

Demographics

- The majority of residents previously resided in other parts of Burnaby (32%), Vancouver (24%) or the Tri Cities area (12%), with most who considered one of these three areas prior to moving to UniverCity.

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- About one-third owned their previous property and two-thirds either rented (56%) or lived with parents (10%). In contrast, 75% of residents at UniverCity currently own their property (for 54% of whom it was their first purchase); just 3% live in a flex suite with a further 4% who live in a unit containing a flex suite.
- A total of 41% of residents now have some affiliation with SFU, mostly as students (26%).
- Two-thirds of households have two adults present, with one quarter having just one adult; more than one-quarter of households now have children present (29%), and 1-in-5 have children under the age of 5.
- As in 2007 a total 85% of residents are employed for pay, 13% work from home and 74% outside the home. Of those who work outside the home most work in Burnaby (45%) or Vancouver (39%), and mostly in professional or technical fields (53%).
- For those who commute to work the most common mode of travel is by personal vehicle (51%), followed by transit (36%) and walking (22%). Just 3% currently carpool.
- The average commute is approximately 15 kilometres with the majority of commuters working five days a week.

Executive Overview

- Unchanged since 2007, the majority of households have just one car (65%) and one parking space (79%). Amongst those with an additional vehicle 45% use street parking, rent additional spaces (18%) or utilize the SFU resident parking program (11%).
- Just less than half of all residents state they are currently satisfied with the storage space they have, with almost one-third who say they would be willing to pay for additional space.
- More than half of all households report a gross annual household income of $60,000 or more, with 4-in-10 reporting $80,000 or more.

Conclusion

- In conclusion, the 2010 community survey reveals a general increase in satisfaction with life at UniverCity. As well as being known for its beautiful, natural surroundings, it is still seen as a good value investment that comes with a growing sense of community. Additional businesses and services such as the grocery store and elementary school have had a very positive impact on the community. While residents would still like to see certain other amenities added to the development there also remains some opportunity to improve the level of awareness and uptake of the many other benefits that do exist for residents within the community.

Methodology

- Five years after the first residents moved into the community and three years since the first community survey, the SFU Community Trust commissioned market research 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 much of the self-completion mail-back survey, designed in 2007 in conjunction with the Trust, was used again with some changes made.
- The survey was mailed out at the beginning of April to all UniverCity residences from lists made available by the Trust. The survey pack contained the questionnaire, cover letter and pre-paid return envelope and asked residents to respond by April 30th. The mail out was followed up with a postcard reminder approximately one week later and a reminder telephone a subsequent week later to all households for which a telephone number was available.
- As an incentive, all those completing a survey were offered the opportunity to enter a prize draw wit the chance to win either $250 cash or a Nintendo Wii game system.

Methodology

- In total 275 residents completed and returned a survey. The margin of error on this sample size is +/- 5% at the 95% confidence level.

The following notations have been used in this report:

▲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.

Key Findings

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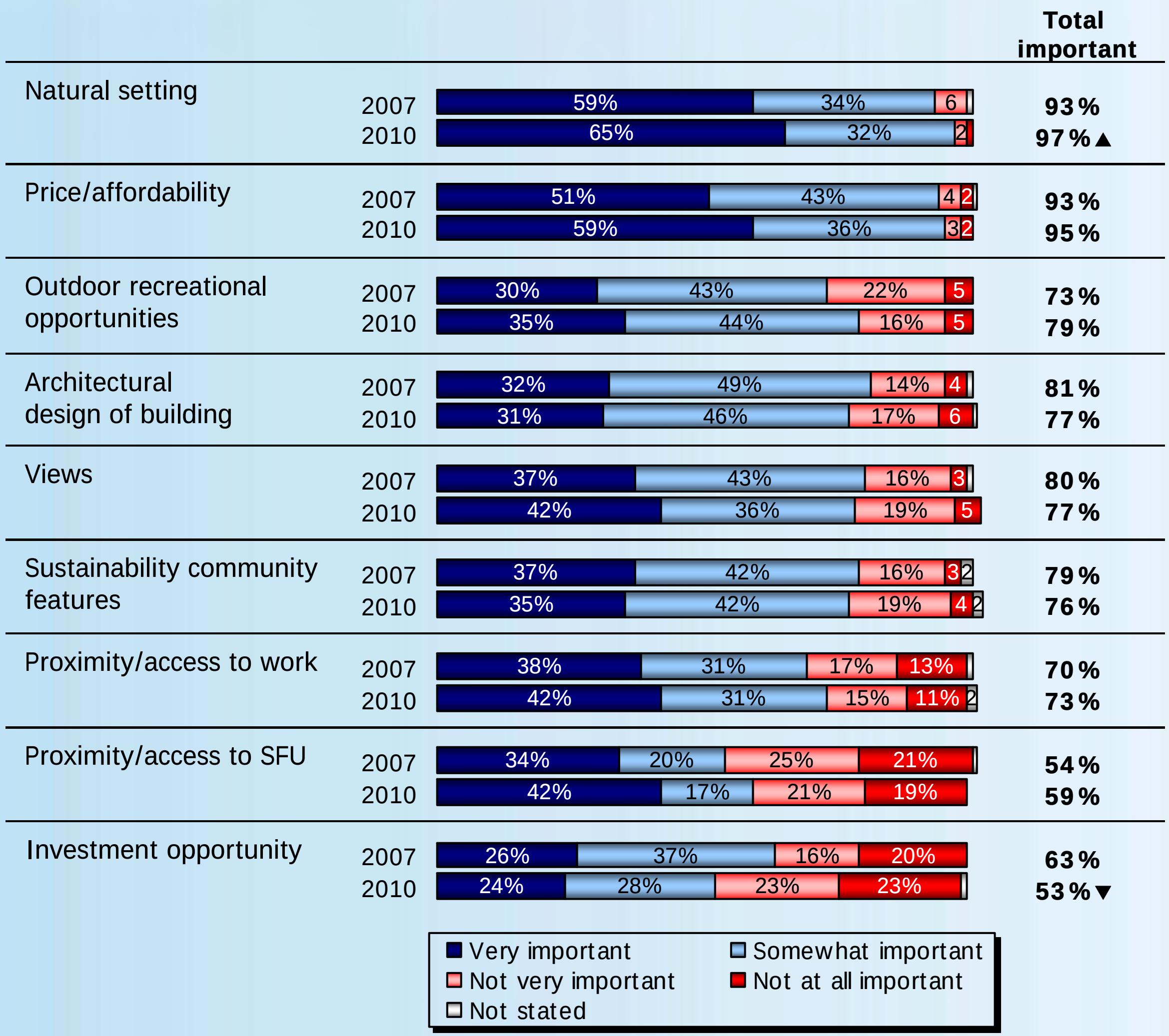
Reasons to Live at UniverCity

	2007 (318) %	2010 (275) %
Location (general)	39	39
Natural setting/ fresh air	32	34
Proximity to SFU	35	30
Quiet/ tranquil	20	25
Unique development/ sustainable community/lifestyle	25	18▼
Affordable, investment opportunity	22	18
Views/it's beautiful	19	16
New development/ liked condo layout	16	11
Outdoor recreation opportunities	6	8
Amenities (e.g. shopping)	-	6
Public transit access	-	5
It's safe	5	5
Good neighbourhood/ atmosphere/ community	-	4
Child/ family friendly	-	4
New elementary school	-	3
It's clean	3	2
Miscellaneous	4	2
Not stated	1	2

Q.A1) What attracted you to live at UniverCity? Why did you choose to live here?

- As found in 2007, top of mind, spontaneous 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.
- While still a key factor, its unique character and sustainability is less commonly mentioned compared with three years ago.
- Approximately one-in-five residents continue to be drawn to the community as an affordable investment opportunity.
- New this year are mentions of the amenities, access to public transit, the community atmosphere and the benefits for children and families including the new school.

Factors Influencing Decision to Live at UniverCity



- When prompted, the strongest influences when choosing to live at UniverCity continue to include the natural setting, increasing significantly in importance this year, and the affordability of the development, each important to more than 9-in-10 residents.
- In 2010, recreational opportunities hold a similar level of importance as the architecture, the views and the sustainable design, each important for more than three-quarters of residents.
- While the proportion who rate proximity to work and to SFU as important remain unchanged since 2007, the importance of the community as an investment opportunity has lessened.

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

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

Life at UniverCity: Likes

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

Q.A6) What in particular do you like about living at UniverCity?

- 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.
- This year sees an increase in those mentioning the sense of community as something they like as well as their access to amenities.

Life at UniverCity: Dislikes

Dislikes:	2007 (318) %	2010 (275) %
Lack of services/not enough stores/groceries/doctor's office	26	9▼
Parking problems/cars get towed/not enough street parking	14	10
Lack of/not enough/entertainment/restaurants/pubs	11	4▼
Community dependent upon vehicles/not enough transit options/ too far to walk for transit	10	6▼
Very secluded/isolated	9	10
Inefficient snow removal	8	6
Lack of elementary schools	8	-
On-going construction causes disruptions/inconvenience/irritation	7	3▼
Complaints about Polygon/SFU Trust/strata	6	4
Cloudy/foggy	5	2▼
Increased crime/safety concerns	5	2▼
No sense of community	5	4
Local retail hours are inconvenient	5	3
Problems with other residents/rude/don't pick up after their dogs	5	10▲
Road concerns (too narrow, need lighting, etc)	4	4
Too much traffic/dangerous drivers	4	5

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- This year sees something of a shift in focus in terms of dislikes about life at UniverCity. Far fewer residents raise the issue of the lack of services and amenities and instead are more likely to mention issues with other residents.
- Also down are concerns about insufficient entertainment outlets, complaints about construction, crime and safety and the weather.
- Issues with parking and the seclusion of the community remain dislikes for about 1-in-10 residents.

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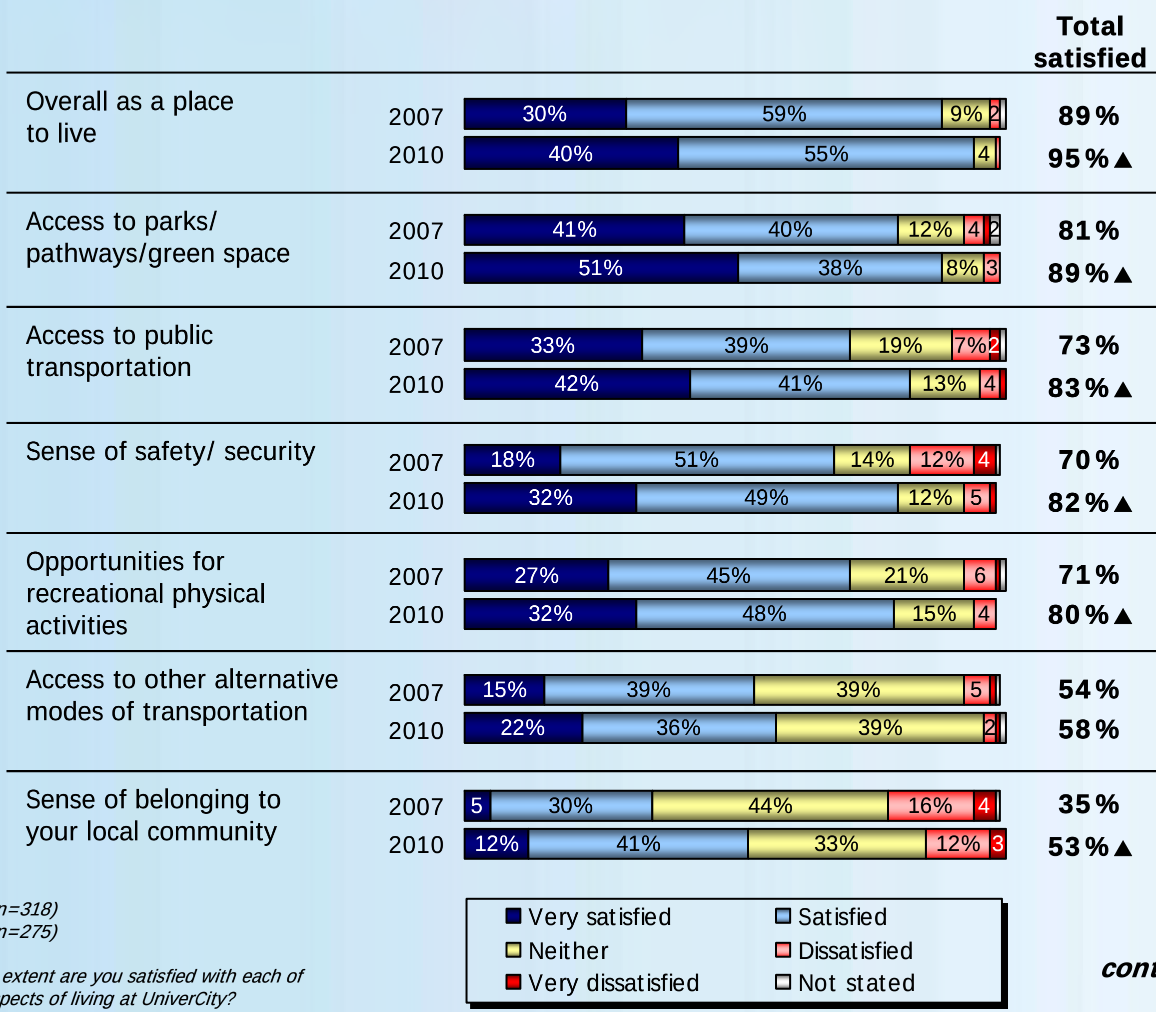
Life at UniverCity: Dislikes

Dislikes (cont'd):	2007 (318) %	2010 (275) %
Lack of recreational opportunities/trails/community centre/ swimming pool	4	2
Not enough green space/poorly landscaped	3	8▲
Too many student renters	3	5
Too noisy	2	6▲
Poor quality construction	2	1
Poor garbage collection/too much litter	2	5▲
Poor cell phone reception	1	<1
Lack of childcare services	1	1
Poor investment/ too expensive	-	5
Lack of larger home sizes (i.e. above 1300 sq. ft.)/ lack of storage	-	5
Lack of off-leash dog area/park	-	5
Not a true sustainable community/ Development not as promised	-	2
Too many dogs	-	1
Too crowded/ densely populated	-	1
Miscellaneous	3	4
Not stated	13	18▲

Q.A7) And what in particular, if anything, do you dislike about living at UniverCity?

- The few other dislikes that see a slight increase include a perceived lack of green space, the noise levels, garbage collection and general littering.
- New this year a small number of residents are not happy about their investment in the community, they note a lack of larger units to choose from and some would like to see an area for dogs and their owners.

Level of Satisfaction With Aspects of Living at UniverCity



- Overall satisfaction remains high amongst residents, with a significant increase of those "very" satisfied.
- An increase in satisfaction is also seen more specifically in residents access to the natural surroundings and recreational opportunities, in access to public transportation, residents' sense of safety and security as well as their sense of belonging to their community.

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

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

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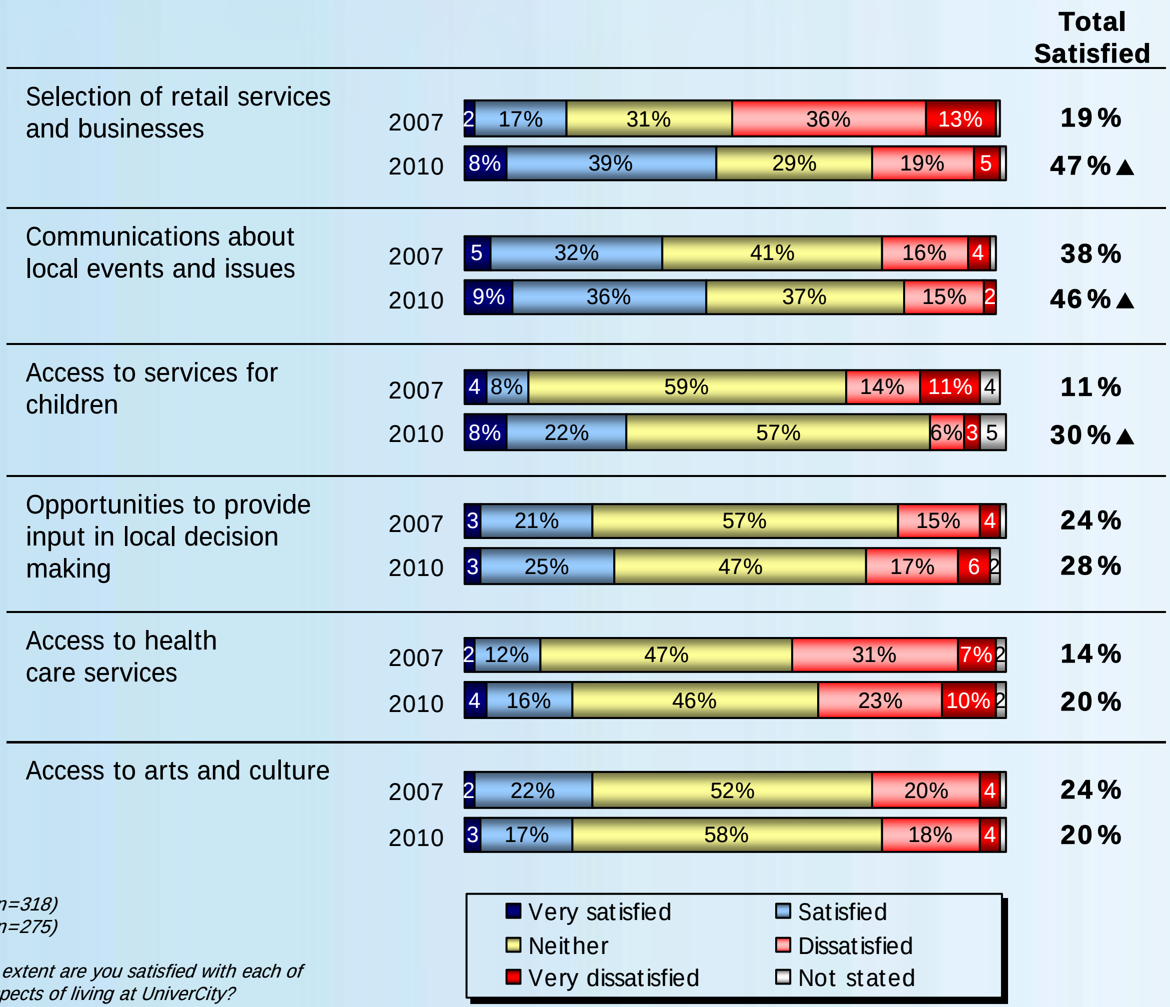
Level of Satisfaction With Aspects of Living at UniverCity (cont'd)

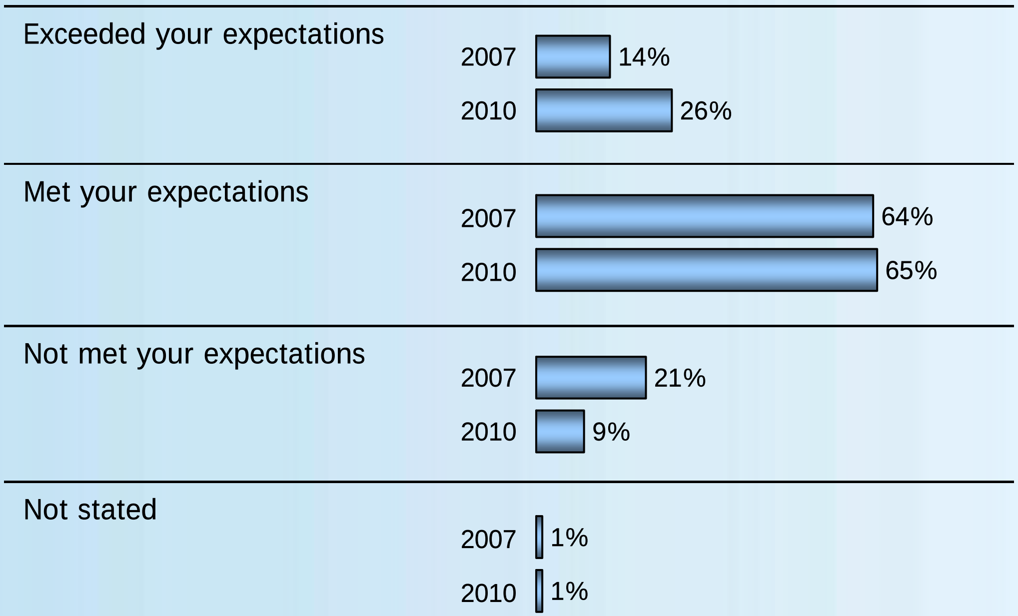


Base: 2007 (n=318)
2010 (n=275)

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

- In 2010 almost half of all residents register satisfaction with retail and business services, representing a significant increase compared with 2007.
- Improvements have occurred in the areas of community communications and access to healthcare services, increased satisfaction with access to services for children is far more pronounced, particularly amongst those with children living at home.
- Among those with children living at home the proportion satisfied has increased from 20% in 2007 to 49% currently (and to 61% among those with children aged under 5 years).

Expectations of Life at UniverCity



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

Q.A3a) Has living at UniverCity:

- Most residents of UniverCity, about 9-in-10, feel they have had their expectations either met or exceeded, while about 1-in-10 feel they have not.
- The proportion whose expectations have been exceeded sees a significant increase since 2007, with a corresponding decrease in those whose expectations have not been met.

Reasons Expectations Have Not Been Met

	Total expectations have not been met	
	2007 (68) %	2010 (24) %
Not a true sustainable community/development not as promised	32	25
Parking problems/cars get towed/not enough street parking	18	8
Poor garbage collection/too much litter	7	8
Lack of/not enough/entertainment/restaurants/pubs	15	8
Problems with other residents/rude/don't pick up after their dogs	13	13
Too many student renters	3	4
Lack of elementary schools	21	4▼
Poor quality construction	9	4
Very secluded/isolated	4	4
No sense of community	19	13
Lack of services/not enough stores/groceries/doctor's office	34	-
Community dependent upon vehicles/not enough transit options/ too far to walk for transit	19	-
Increased crime/safety concerns	6	-
Not enough green space/poorly landscaped	4	17
Inefficient snow removal	3	-
Road concerns (i.e. not wide enough, poor signage, no speed bumps)	-	13
Poor investment	-	13
Miscellaneous	10	13
Not Stated	4	-

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

- Main reasons in 2010 for failing to meet expectations include a concern that the development is not 'truly' sustainable, lack of green space, complaints about other residents, road concerns, the sense of community and return on investment, though changes are not generally significant at this sample size.
- However, there are some changes of note which include no mention this year of a lack of services or amenities, and almost no mention of a lack of elementary schools.
- No mention is made this year of the community's dependence upon vehicles as a factor, nor of crime or safety.

Awareness of Sustainability Features or Initiatives

	2007 (318) %	2010 (275) %
Community transit pass	19	15
Water recycling/storm water management	15	16
Co-op car program	12	9
Forest sustainability/wild life habitat	10	9
Green/energy efficient buildings	10	16▲
Recycling/composting	7	8
Local retail opportunities/organic choices	6	4
Solar powered garbage bins/street lights	5	3
High density living	3	5
Sustainable construction practices	3	4
Low flow toilets	3	3
Geothermal heating	-	8
LEED Certification	-	5
Community green initiatives (e.g. Clean-up Day)	-	4
Windmill/Solar pond aeration	-	3
Green spaces	-	3
Limit on the use of pesticides	-	2
Miscellaneous	5	7
Not stated	57	44▼

Q.A9a) Please list the sustainability features or initiatives at UniverCity of which you are aware.

- This year more than half of all residents are able to name some kind of sustainability features of UniverCity, compared with less than half in 2007.
- While awareness of most features remains significantly unchanged from three years ago there is an increase in mentions of general, green, energy efficient buildings.
- Unaided awareness remains highest for the community transit pass and water management with new awareness this year of geothermal heating, LEED certification, community green initiatives, creation of green spaces and limits on the use of pesticides.

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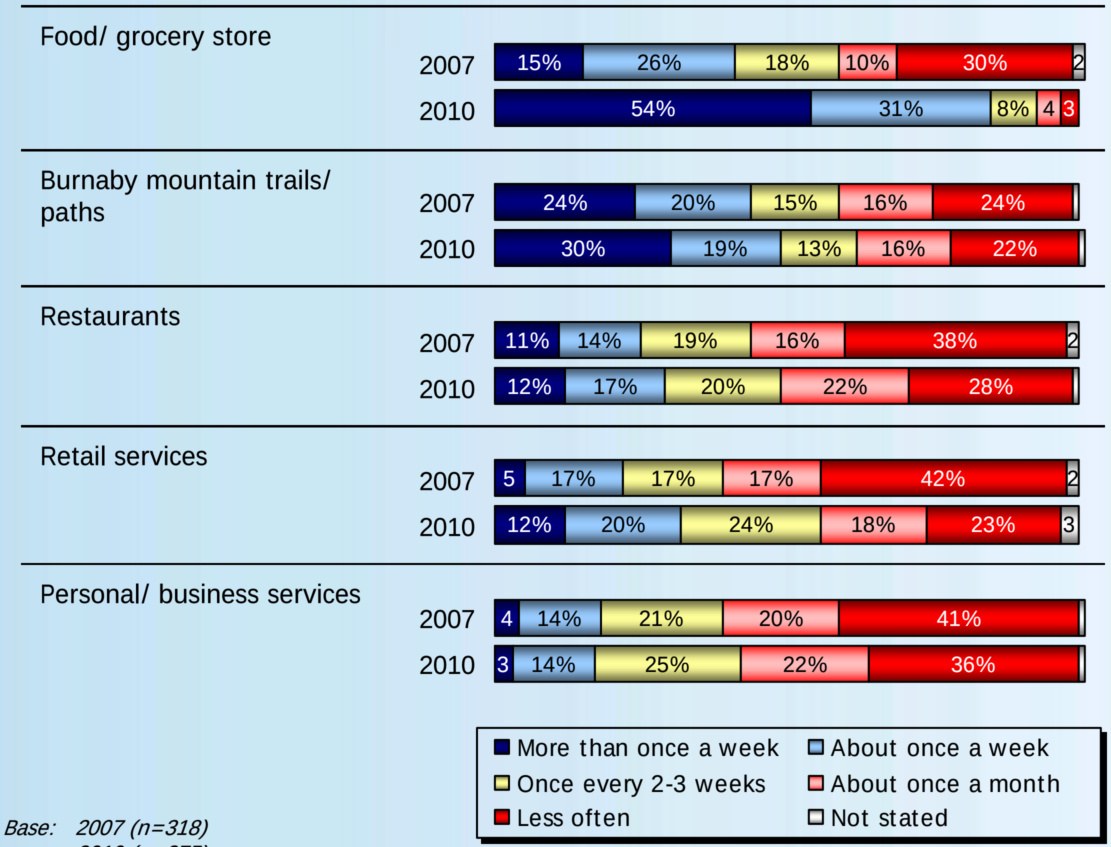
Sustainability Features Would Like to See Added

	2010 (275) %
Forest sustainability/ wildlife habitat	11
Composting	11
Alternate energy (e.g. solar, geothermal)	8
Community gardens	7
Green/ Energy efficient buildings	6
More green space/parks	6
Improve transit	5
Recycling	4
Local retail opportunities/ organic choices	3
Community green initiatives	2
Water recycling/ Storm water management	2
High density living	2
Bike rentals/racks/storage/share	2
Limit on the use of pesticides	2
Bike trails and pathways	1
Miscellaneous	5
Not stated	51

Q.A9b) And what sustainability features or initiatives would you like to see added.

- Just less than half of all residents offer a wide variety of suggestions for sustainability features they would like to see added to the community, each of which are offered by about 1-in-10 or fewer.
- A few of the most common suggestions include measures to ensure the natural environment and wildlife are protected, encouraging residents to compost, increased use of alternative energy sources and development of community gardens.

Current Use of Amenities or Services at UniverCity

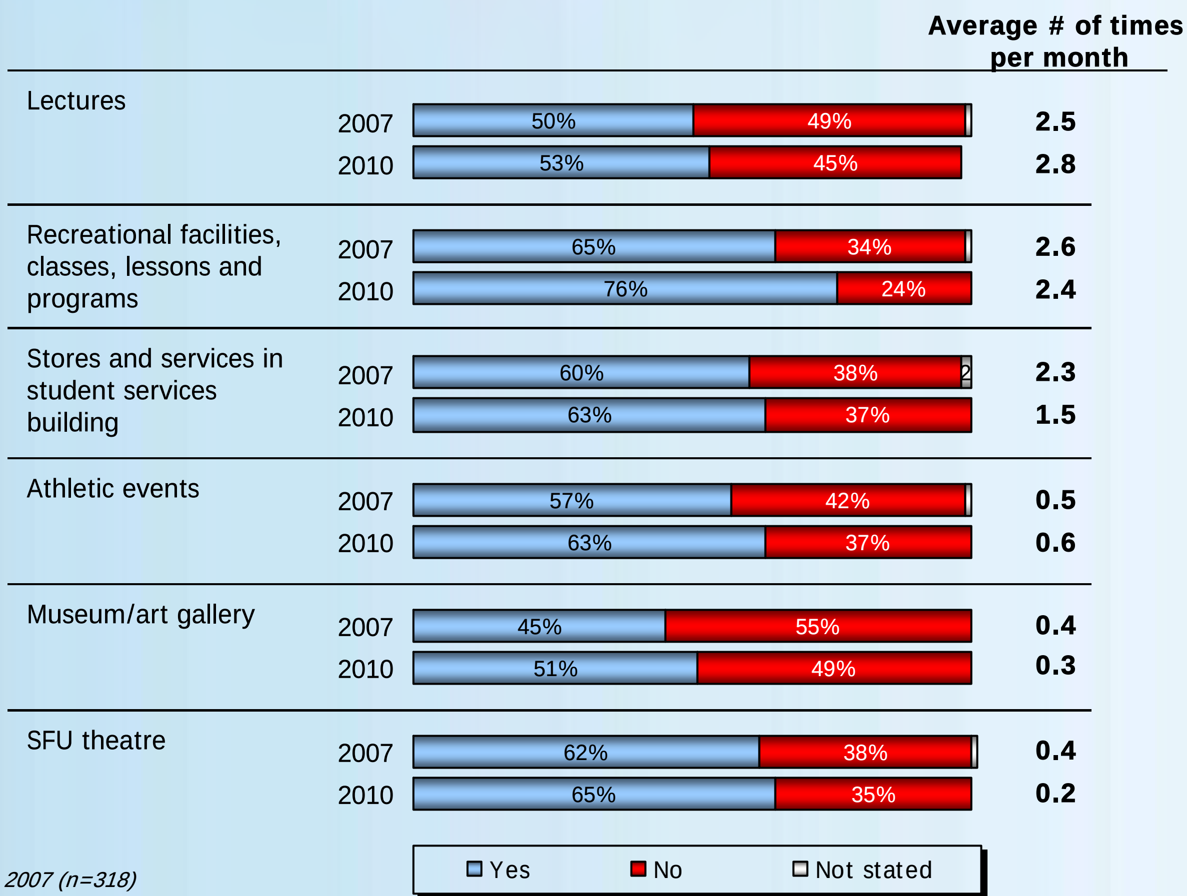


Base: 2007 (n=318)
2010 (n=275)

Q.B1) How often do you use each of the following at UniverCity?

- In 2010 use of the food or grocery stores at UniverCity sees a dramatic increase compared with 2007 with more than 8-in-10 who now use the grocery stores at least once a week.
- While about half of all residents continue to make regular use of the trails and paths on Burnaby Mountain, use of other amenities or services remains little changed.

Awareness and use of Services or Amenities at SFU

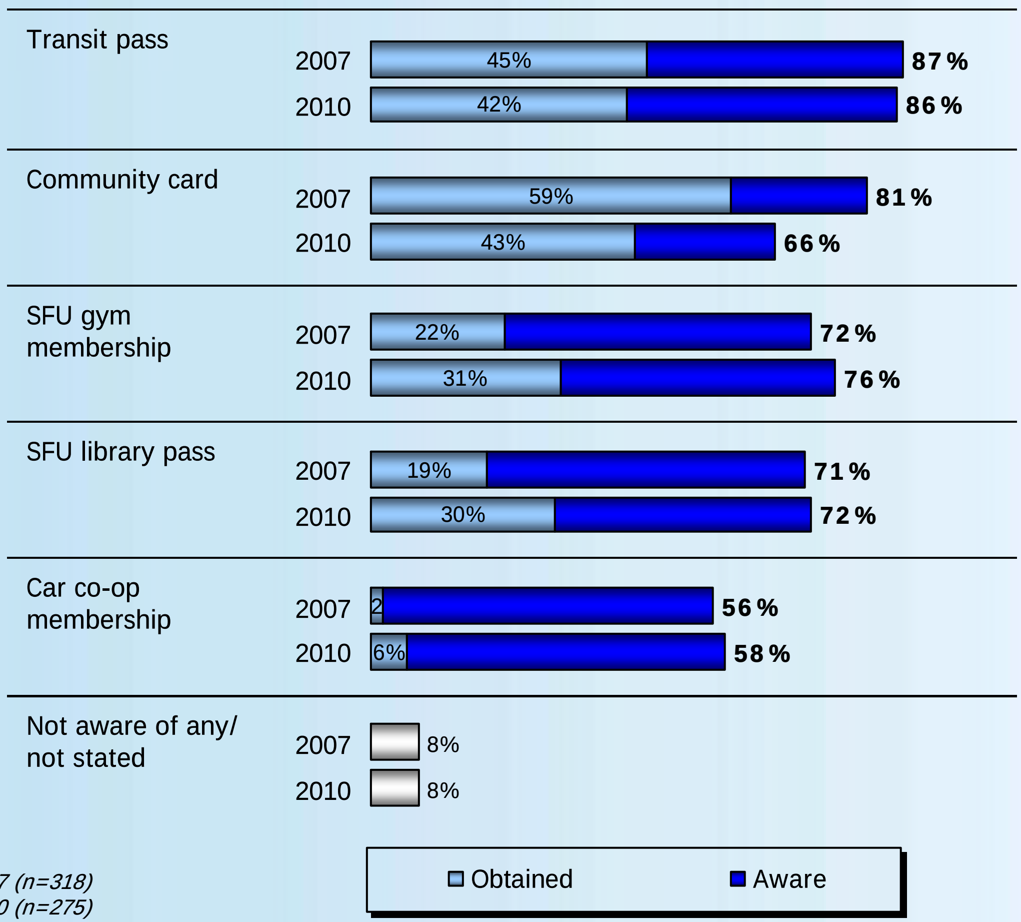


- Overall, awareness of most amenities or services remains largely unchanged, with half or more of all residents aware.
- Use of the recreational facilities and lectures remains highest while use of the stores or services found in the student services building sees a decline, likely the result of increased use of stores and services in the UniverCity community.
- Those least utilized remain the athletic events, the SFU theatre and the museum and art gallery.

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

Q.B2a) 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.

Awareness and Uptake of Passes and Memberships



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

Q.B3) Are you aware and have you obtained a:

- Awareness and use of the transit pass is consistent with that found in 2007, with the majority of residents aware of it and about half of them having obtained one.
- Awareness of the SFU gym membership, library pass and car co-op membership is also unchanged from three years ago, but uptake in each case has increased.
- The only negative change appears to be awareness and use of the Community Card.

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Reasons For Not Obtaining a Community Card

	Total those aware of, but have not obtained, a community card	
	2007 (68) %	2010 (63) %
Haven't had the time/ inconvenient business hours	31	18▼
Unaware of any benefits	19	22
Don't know how to get one	18	8▼
Don't need it	18	6▼
Not interested	9	13
Laziness	7	6
Work at SFU/student/already have access	6	18▲
Miscellaneous	2	5
Not stated	2	13▲

Q.B4) Why do you think you have not obtained a community card?

- The barriers to obtaining a community card continue to be either time constraints or lack of awareness of the benefits of the card, while more residents this year report a connection with SFU and so already entitled to the benefits without the need to obtain the card.

Benefits to Make Community Card More Valuable

	2007 (318) %	2010 (275) %
More retail discounts	9	6
More information on it's usage and benefits needed	8	9
Have more discount options (general)	8	5
Discounted parking/parking privilleges/free parking	7	4
Discounts at SFU recreational facilities	7	4
More discounts on services/restaurants	6	4
Free SFU library usage	5	1
Discounts on tuition/access to lectures/online courses	1	<1
Miscellaneous	3	3
Not stated	63	70

Q.B5) What additional benefits would make the community card more valuable?

- Once again few residents could think of anything in particular to make the community card more valuable.
- Amongst those who can most request more discounts for retail, recreation and parking.

Reasons For Not Obtaining a Transit Pass

	2007 (318) %	2010 (275) %
Prefer to drive/transit not convenient	13	12
Don't need it/walk to work/work from home	9	10
Don't/seldom use transit/don't like transit	8	8
Already have a U-Pass	4	10▲
Compulsory 1 year purchase	3	3
Unsure how to get one/need more information	2	3
Haven't had time to get one/inconvenient hours	2	1
Don't need it/ not much of a discount/ too expensive	-	3
Miscellaneous	2	-
Not stated	60	54

Q.B6) 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 reasons largely reflect those from 2007, mostly due to a lack of need as they rarely use transit, either walking or driving instead.
- Those using a U-pass increases this year to 1-in-10.

Additional Amenities Needed at UniverCity

	2007 (318) %	2010 (275) %
Large grocery store/ Capers/ IGA/ Choices	37	1▼
Pub/ bar	18	2▼
Medical clinic/ dentist/ doctor/ health services	17	16
More stores/ services	17	3▼
Restaurants/ quality restaurants	15	9
Recreation centre/ pool/ indoor sports/ gym	13	14
Elementary school	12	-
London Drugs/ pharmacy	12	1▼
Liquor store/ Beer & Wine store	8	15▲
Childcare facilities	8	3
More parks/ walking trails/ outdoor recreation areas/ dog park	7	7
Bakery	5	2
Extend business hours/ increase post office hours	4	4
Butcher	4	-
More parking	3	4
Produce store	3	2
Dollar store	3	<1
TD Bank/ more financial services	3	3
Children's play area	3	4
Shuttle bus service/ closer bus stops	2	2
Gas station	2	2
Community events/programs	-	8
Dry cleaner	-	4

Continued...

- Amongst the many and varied additional amenities and services mentioned, the most commonly requested in 2010 include medical or health services, a liquor or beer and wine store and a sports or recreation centre.
- All other suggestions are each made by fewer than 1-in-10 residents.

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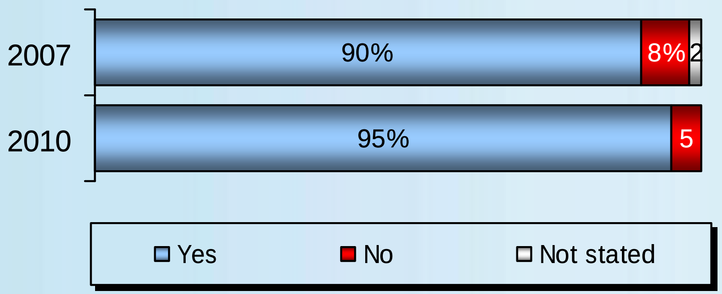
Additional Amenities Needed at UniverCity

	2007 (318) %	2010 (275) %
Spa/massage	-	4
Coffee/tea shop	-	3
Road improvements (e.g. speed bumps, crosswalks, lights)	-	3
Pet store/grooming	-	2
Bookstore/ Library	-	2
Theatre/ Live events	-	2
Gift store	-	2
Bike shop	-	2
Hardware store	-	2
Improved public transit (i.e. gondola, SkyTrain)	-	2
Home Décor/ Gardening store	-	1
Stationary store	-	1
Movie theatre	-	1
Miscellaneous	9	6
Not stated	16	28▲

Q.B2b) What additional facilities, services or amenities do you believe are needed at UniverCity?

- This year sees a great many more requests for specific facilities, amenities or services, each mentioned by just a few residents.

Would Recommend Life at UniverCity



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

Q.A10) Would you recommend UniverCity to friends or family?

- Increasing since 2007, this year almost all residents say they would recommend life at UniverCity.

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Reasons to Recommend Life at UniverCity

	Total would recommend UniverCity to others	
	2007 (285) %	2010 (261) %
Beautiful/ natural environment	27	17▼
Quiet/ peaceful/ relaxing	20	20
The view/ scenic	14	6▼
Planned community/ sustainable	13	2▼
Clean/ fresh air	11	6▼
Convenient location/ easy commute	9	12
“All about” or “more about”	9	9
Outdoor recreational opportunities	6	4
Sense of community/ friendly	6	13▲
Safe/ secure	6	7
Transit pass discount	4	2
How affordable it is to live here	4	5
Accessibility/ proximity to SFU	3	6
About the new elementary school	-	2
Nice/ quality units	-	2
Secluded/ exclusivity	-	2
Access to amenities (i.e. shops, Nesters)	-	1
Miscellaneous	4	3
Not stated	20	22

Q.A11) How would you finish this sentence:

“If people knew _____ about UniverCity, they would want to live here”

- With more than 9-in-10 of all residents saying they would recommend life at UniverCity, the main reasons continue to include the quiet, natural and beautiful environment.
- Also of note this year is its convenient location for commuting and the sense of community.

Previous Residence Prior to Moving to UniverCity

	2007 (318) %	2010 (275) %
Burnaby	29	32
Vancouver	26	24
Tri Cities (Coquitlam, Port Coquitlam, Port Moody)	12	12
North Shore	6	6
Other Metro Vancouver	12	12
Other BC	3	1
Other Canada	5	5
USA	4	4
Other	<1	4
Not stated	2	-

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

- Consistent with 2007, 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 Metro Vancouver.

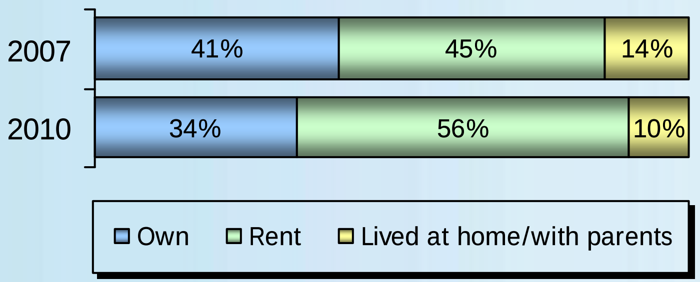
Area Considered Before Choosing UniverCity

- More than half of all residents were considering other parts of Burnaby before choosing UniverCity.
- The next most popular choice is Vancouver followed by the Tri-Cities and the North Shore.

Base: 2010 (n=275)

Q.A4b) And where did you consider moving to before you moved to UniverCity?

Home Tenure Prior to Moving to UniverCity

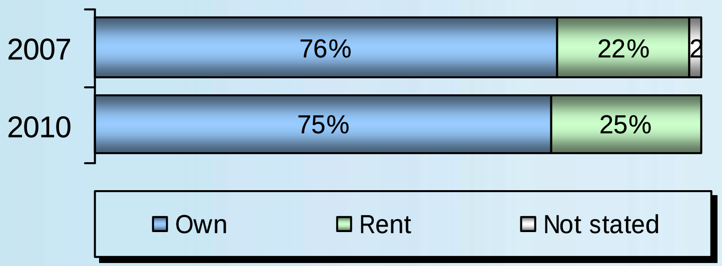


Base: 2007 (n=318)
2010 (n=275)

Q.A5) Did you own or rent your previous residence?

- About one-third of all residents either rented or lived with parents prior to moving to UniverCity, similar to the proportion seen in 2007.

Current Home Tenure

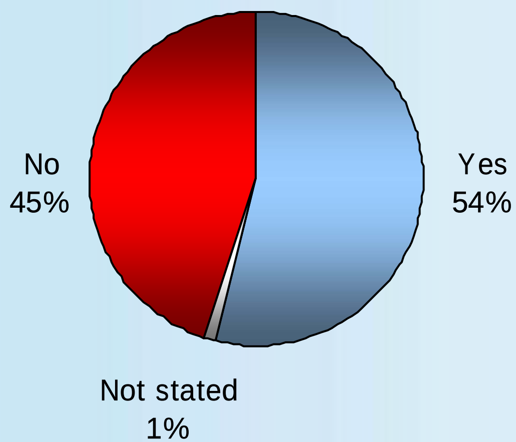


Base: 2007 (n=318)
2010 (n=275)

Q.C3a) Do you own or rent your suite?

- Unchanged since 2007, three-quarters of UniverCity residents own the property they currently occupy.

First Time Home Purchase

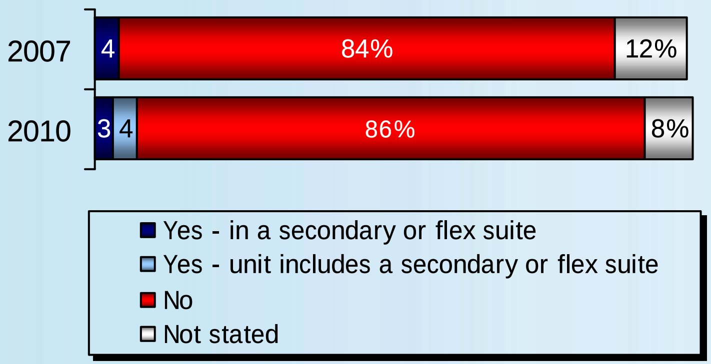


Base: Total homeowners 2010 (n=205)

Q.C3b) Is this the first home you have purchased?

- For more than half of all homeowners, UniverCity is their first home purchase.

Incidence of Secondary or Flex Suite Occupancy



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

Q.C4) Do you live in a secondary or flex suite, or in a unit that includes one?

- With no significant change since 2007, the majority of residents responding to the survey say they do not currently live in a secondary or 'flex' suite or in a unit that includes one.

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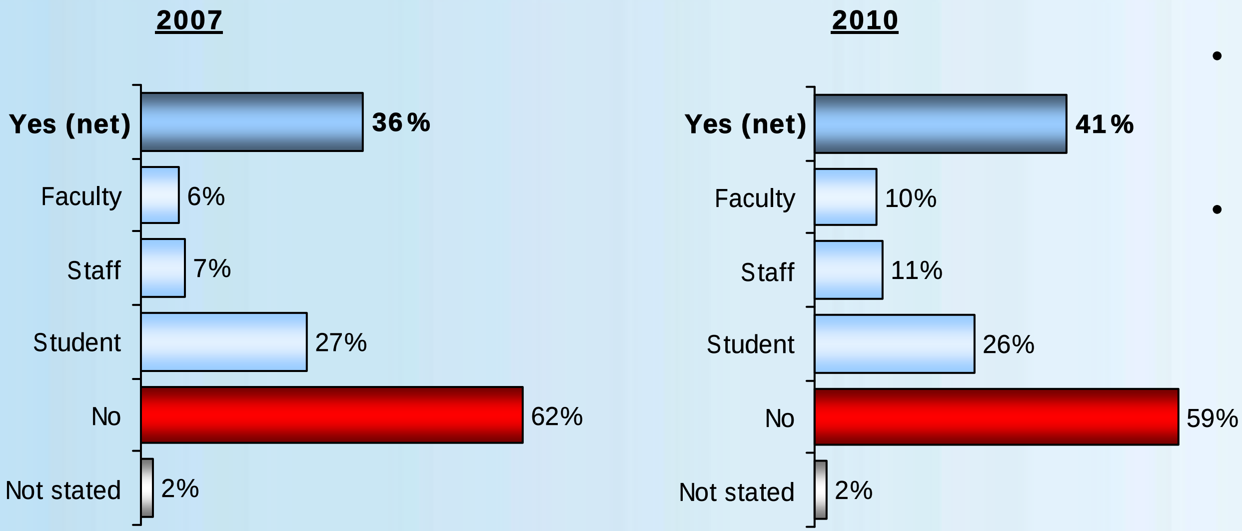
ON BURNABY MOUNTAIN

Incidence of Household Associated with SFU



- More than one-third of households have someone associated with Simon Fraser University, mostly as students.
- This proportion represents no significant change since 2007.

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

Q.C5) Are you or someone in your household associated with SFU?

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MARKET RESEARCH

UniverCity
ON BURNABY MOUNTAIN

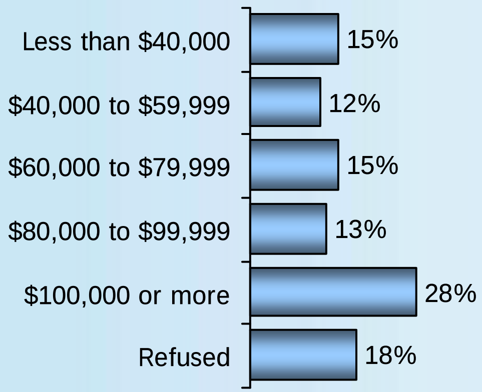
Household Composition

	2007 (318) %	2010 (275) %
Total Adults:		
1	25	25
2	64	68
3	8	6
4	3	<1
5	<1	-
MEAN	1.9	1.8
Total Children:		
0	79	69▼
1	14	19
2	6	10▲
3	-	1
Not stated	1	2
MEAN	0.3	0.4▲
Average Household Size	2.2	2.2

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 (one-quarter).
- While most, about two-thirds, are without children, the proportion with children has increased from 20% in 2007 to 29% currently.
- Those with children tend to be smaller family units with just one or two children.
- As a result the average household size is approximately 2.2 people.

Household Income

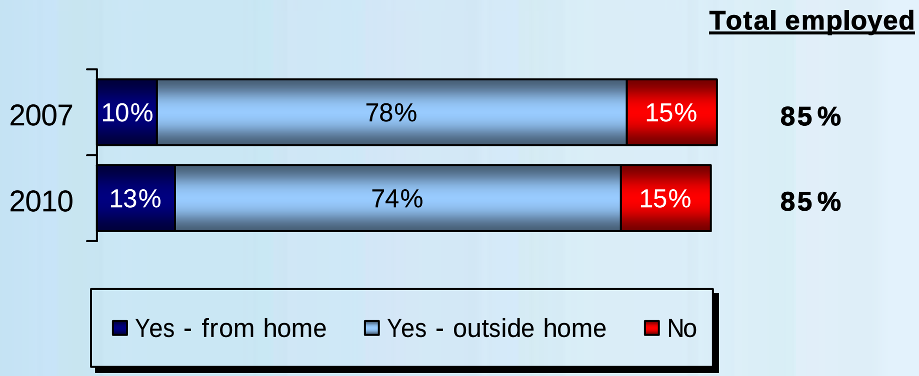


Base: 2010 (n=275)

Q.C2) What is your gross annual household income (before taxes)?

- More than half of all households report an annual gross income of $60,000 or more, with more than one-third reporting $80,000 or more.

Employment Status



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

Q.B7a) Are you employed or working for pay?

- Proportionally unchanged since 2007, the majority of residents, more than 8-in-10, are currently employed for pay, with about 1-in-10 who do so from home.

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UniverCity
ON BURNABY MOUNTAIN

Occupation

	Total employed for pay	
	2007 (270) %	2010 (234) %
Professional and technical	52	53
Sales and supervisory	11	7
Clerical	6	3
Executive and managerial	4	9▲
Skilled	4	8▲
Craftsman	4	1▼
Semi-skilled	4	5
Self employed	3	-
Production process and industrial workers	1	-
Trained Technical	-	5
Miscellaneous	-	1
Not stated	12	9

Q.C6) If you are employed or working for pay, what is your occupation?

- As found in 2007, this year about half of all residents who are employed for pay work in a professional or technical field.
- Proportions in other categories largely reflect those seen three years ago, with just an increase in those working in executive, managerial and skilled occupations and fewer craftsmen.

Work Location

	Total work outside the home		
	2007 (270) %	Respondent 2010 (204) %	*Other Adults 2010 (131) %
Burnaby	42	45	36
Vancouver	37	39	30
Tri Cities	7	10	8
North Shore	7	6	5
Richmond	6	6	6
New Westminster	3	5	5
Langley/Surrey	4	5	5
Fraser Valley	1	1	1
Other	4	11	10
Not stated	8	10	-

Q.B7bi) If you work outside the home: Where do you work?

**Asked in 2010 only*

- Amongst those who commute to their place of work the majority, more than 8-in-10, travel to either Burnaby or Vancouver.
- The proportions of those commuting to other parts of the Lower Mainland remain largely unchanged since 2007.
- In 2010 residents were asked of the other adults in their households and, of those answering, proportions generally reflect those of the respondents themselves.

Mode of Transportation to Work

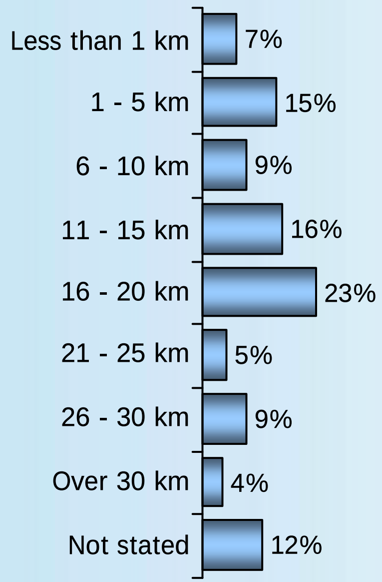
	Total employed outside the home		
	2007 (270) %	Respondent 2010 (204) %	*Other Adults 2010 (131) %
Personal vehicle	60	51▼	53
Transit	34	36	39
Walk	16	22	13
Bike	3	5	3
Car pool/car share vehicle	4	3	3
Other	2	-	2
Not stated	3	2	4

Q.B7ci) What is your usual mode of transportation to work?

**Asked in 2010 only*

- While the most common mode of transportation for commuters continues to be by private vehicle the proportion of residents who do so has fallen from 60% in 2007 to about half currently.
- This change has come about through the collective increase in use of public transit, walking and biking.
- Minor use of carpooling remains unchanged at just 4%.

Distance from Home to Main Work Site



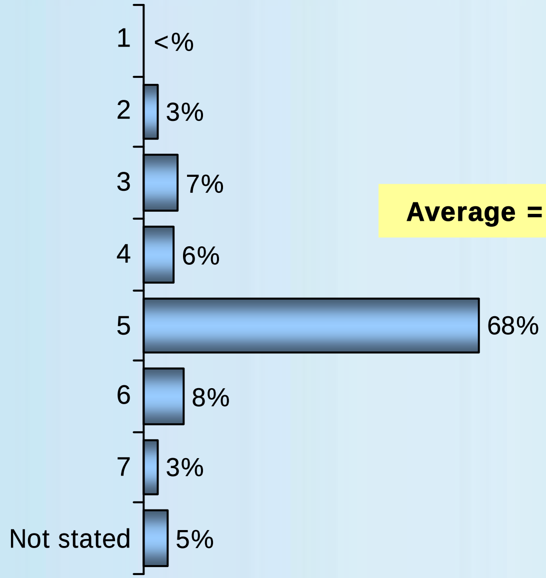
Average = 14.9 km

- On average, residents of UniverCity that currently commute to work are covering approximately 15 kilometers each way, each day.

Base: Total employed outside the home 2010 (n=204)

Q.B8) Approximately how far is it from your home to your main work site, an estimate is fine? (If you work at multiple worksites and this question does not apply to your situation please skip to Q.C1)

Average Number of Work Days per Week



Average = 4.8 days

Base: Total employed or working for pay 2010 (n=234)

Q.B9) And on average, how many days per week do you work?

- The majority of those currently employed, about two-thirds, work a full 5 day week.

Number of Cars and Parking Spaces

	2007 (318) %	2010 (275) %
Household cars:		
Zero cars	9	8
1 car	64	65
2 cars	24	24
3 cars	2	1
4 cars	1	-
5 cars	<1	-
Average	**1.2 cars**	**1.2 cars**
Parking spaces:		
Zero	<1	<1
1 space	69	79
2 spaces	20	20
3 spaces	1	<1
5 spaces	-	<1
Not stated	9	-

Q.C7a) How many cars does your household own?
Q.C7b) How many parking spaces do you have?

- Unchanged since 2007, almost two-thirds of households own just one vehicle, with about one-quarter of households who have two.
- Less than 1-in-10 households do 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.

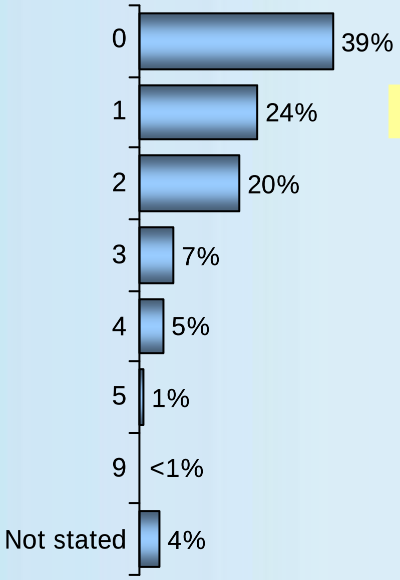
Parking Additional Cars

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

Q.C7c) If you have extra cars, where do you park these car(s)?

- Amongst those who have additional vehicles almost half use street parking.
- About 1-in-5 rent additional spots, 1-in-10 utilize the SFU resident parking program, while the remainder use the visitor parking.

Number of Bicycles in Household



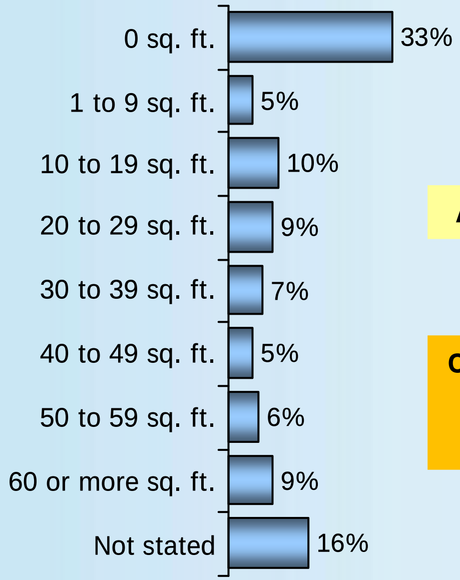
Average = 1.2 bikes

- More than half of all UniverCity households own at least one bicycle, with about one-third of households with more than one.

Base: 2010 (n=275)

Q.C8) How many bicycles does your household own?

Storage Space



Average = 25.3 sq. ft.

Currently have enough storage space

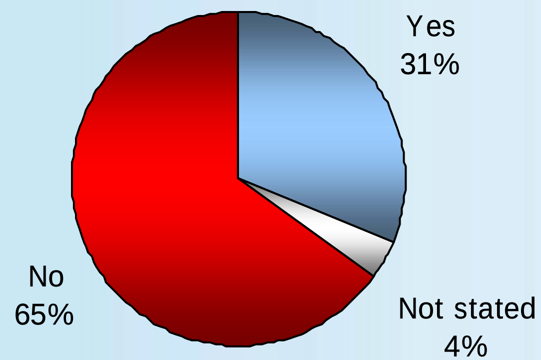
46%

- About half of all households responding to the survey state they have some additional external storage space of varying size, averaging approximately 25 square feet.
- Just less than half are currently satisfied with their storage space outside of their living space.

Base: 2010 (n=275)

Q.C9a) Approximately how much storage or locker space do you have outside of your living space (not including parking space)?
Q.C9B) Do you currently have enough storage or locker space outside of your living space?

Willing to Pay for Additional Storage Space

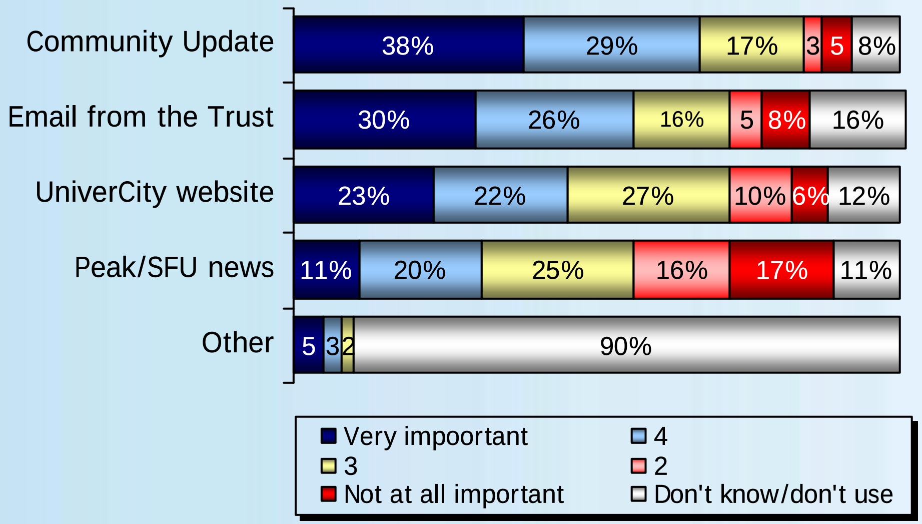


- About one-third of households say they would be willing to pay for additional storage or locker space if available.

Base: 2010 (n=275)

Q.C9c) Would you be willing to pay for additional storage or locker space?

Sources of Community Information

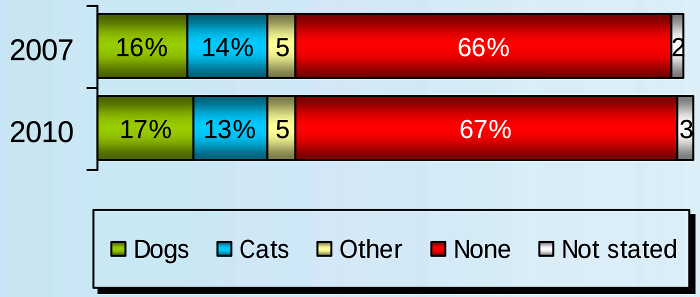


Base: 2010 (n=275)

Q.C10) Thinking about sources of community information (i.e. news about the UniverCity Community) please tell us how important each of the following are to you personally, using a scale of 1 to 5, where "1" means not at all important and "5" means very important.

- Currently the Community Update is considered by two-thirds of residents as an important source of community information.
- Emails from the Trust are noted by more than half as important, with the UniverCity website considered so by just less than half.
- Finally, about one-third of residents consider Peak/SFU news as an important source of community information.

Incidence of Pet Ownership



	Total own pets	Average # Dogs	Average # Cats
2007	33%	1.2	1.3
2010	31%	1.1	1.3

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

Q.C11) Do you have pets?

- Unchanged since 2007, about one-third of households currently keep a pet of some kind, the majority of which split quite evenly between dogs and cats.

Ethnic Background

	2007 (318) %	2010 (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?

- Though quite diverse overall, the most common ethnic background of residents remains that of British or European, with an additional one-quarter who describe themselves as Canadian.
- Approximately one-quarter again are of Chinese origin, with the remainder mostly made up of other south or south east Asian origins.

Years Lived at UniverCity

	2007 (318) %	2010 (275) %
Less than 6 months	18	10▼
6 to 11 months	35	14▼
1 year	15	10▼
2 years	25	18▼
3 years	4	14▲
More than 3 years	1	33▲
Not stated	2	2

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

- Three years on only about one-quarter of all residents say they have lived in the UniverCity community for less than a year, with three-quarters who have now been there a year or more.
- Almost half have now lived in the community for 3 years or more.

Distribution of Surveys by Development

Distribution of Interviews		
	2007 (318) %	2010 (275) %
Development		
Altaire Tower 1	-	3
Altaire Tower 2	-	6
Aurora	11	7
Cornerstone Building	-	4
Harmony at the Highlands	20	18
Millennium	11	12
Novo	14	10
Novo 2	16	11
Serenity	22	18
The Hub	-	4
Verdant	-	10
Other	5	-

MUSTEL GROUP
MARKET RESEARCH

Questionnaire

C. Household Information

The following information will help us plan for the economic, recreational and housing needs of our community both for 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?

Adults		Children	
18 – 34 years	______	under 5 years	______
35 – 49 years	______	5 - 9 years	______
50 – 64 years	______	10 - 14 years	______
65 years or better	______	15 - 17 years	______
Total:	______	**Total:**	______

C2. What is your gross annual household income (before taxes)?

1 ☐ Less than $40,000
2 ☐ $40,000 to $59,999
3 ☐ $60,000 to $79,999
4 ☐ $80,000 to $99,999
5 ☐ $100,000 or more
6 ☐ Prefer not to say

C3a. Do you own or rent your suite?

1 ☐ Own
2 ☐ Rent

C3b. **IF OWN:** Is this the first home you have purchased?

1 ☐ Yes
2 ☐ No

C.4 Do you live in a secondary or flex suite, or in a unit that includes one?

Yes→ 1 ☐ live in a secondary or flex suite
2 ☐ live in unit that includes a secondary or flex suite
3 ☐ No

C5. Including yourself, how many people in your household are associated with SFU as:

Faculty #________
Staff #________
Student #________

C6. If you are employed or working for pay, what is your occupation?

______________________________ in ______________________________
Type of job Type of company

C7a. How many cars does your household own?

#: ________
IF "None" – Please SKIP TO Q.C8

C7b. How many parking spaces do you have?

#: ________

C7c. If you have extra cars, where do you park these car(s)?

1 ☐ SFU (Resident Parking Program)
2 ☐ Other ____________________

← **Did you answer Q. "A11 to B5"**

C8. How many bicycles does your household own?

#: ________

C9a. Approximately how much storage or locker space do you have outside of your living space (not including parking space)?

________ Square Feet

C9b. Do you currently have enough storage or locker space outside of your living space?

1 ☐ Yes
2 ☐ No

C9c. Would you be willing to pay for additional storage or locker space?

1 ☐ Yes
2 ☐ No

C10. Thinking about sources of community information (i.e. news about the UniverCity Community) please tell us how important each of the following are to you personally, using a scale of 1 to 5, where "1" means not at all important and "5" means very important.

	Very Important	4	3	2	Not At All Important	Don't Know/ Don't Use
Community Update	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐	99 ☐
Email from the Trust	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐	99 ☐
UniverCity Website	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐	99 ☐
Peak/SFU News	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐	99 ☐
Other (Specify):______________	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐	99 ☐

C11. Do you have pets?

Yes→ 1 ☐ Dogs #: ________
2 ☐ Cats #: ________
3 ☐ Other____________________
4 ☐ No

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

1 ☐ Canadian
2 ☐ British/European
3 ☐ Chinese
4 ☐ Japanese
5 ☐ Korean
6 ☐ South Asian (i.e. Punjabi)
7 ☐ Other Asian
8 ☐ Other: ______________

C13. How long have you lived at UniverCity?

1 ☐ Less than 6 months
2 ☐ 6-11 months
3 ☐ 1 year
4 ☐ 2 years
5 ☐ 3 years
6 ☐ More than 3 years

Thank you! Your participation is greatly appreciated.

UniverCity
THE COMMUNITY AT SIMON FRASER

UniverCity Resident Survey

Thank you for participating in UniverCity's Resident Survey, part of the ongoing effort to collect valuable input from residents to help guide the planning of services and amenities, and improving the quality of life for UniverCity residents. Please be assured that all responses are confidential and results will be reported as totals only.

Please **complete the survey by April 30th** and return to Mustel Group in the postage pre-paid return envelope provided, or drop the survey off in the box provided at SFU Community Trust office in the Cornerstone Building. Please also complete the separate ballot if you would like to be entered into the prize draw. **All those who enclose a ballot with their survey will be entered into a draw for the chance to win a Nintendo Wii entertainment system or $250 cash.**

A. UniverCity Life

A1. What attracted you to live at UniverCity? Why did you choose to live here?

____
____
____

A2. 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
Price/ affordability	4 ☐	3 ☐	2 ☐	1 ☐
Natural setting	4 ☐	3 ☐	2 ☐	1 ☐
Views	4 ☐	3 ☐	2 ☐	1 ☐
Architectural design of buildings	4 ☐	3 ☐	2 ☐	1 ☐
Sustainability community features	4 ☐	3 ☐	2 ☐	1 ☐
Proximity/access to SFU	4 ☐	3 ☐	2 ☐	1 ☐
Proximity/access to work	4 ☐	3 ☐	2 ☐	1 ☐
Investment opportunity	4 ☐	3 ☐	2 ☐	1 ☐
Outdoor recreational opportunities	4 ☐	3 ☐	2 ☐	1 ☐

A3a. Has living at UniverCity:

1 ☐ Exceeded your expectations
2 ☐ Met your expectations
3 ☐ Not met your expectations

A3b. **IF NOT MET**: In what ways have your expectations not been met?

____
____

A4a. Where did you live before moving to UniverCity?

1 ☐ Burnaby
2 ☐ Tri Cities (Coquitlam, Port Coquitlam, Port Moody)
3 ☐ New Westminster
4 ☐ Vancouver
5 ☐ North Shore
6 ☐ Richmond
7 ☐ Langley/ Surrey
8 ☐ Fraser Valley
9 ☐ Other______________________

Please open folder to Q "A4b"

A4b. And where did you consider moving to before you moved to UniverCity?

1 ☐ Burnaby
2 ☐ Tri Cities (Coquitlam. Port Coquitlam, Port Moody)
3 ☐ New Westminster
4 ☐ Vancouver
5 ☐ North Shore
6 ☐ Richmond
7 ☐ Langley/ Surrey
8 ☐ Fraser Valley
9 ☐ Other________________________

A5. Did you own or rent your previous residence?

1 ☐ Own
2 ☐ Rent
3 ☐ Lived at home/ with parents

A6. What in particular do you like about living at UniverCity?

____

____

A7. And what in particular, if anything, do you dislike about living at UniverCity?

____

____

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

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Overall as a place to live	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Opportunities for recreational physical activities	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Access to parks/ pathways/ green space	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Selection of retail services and businesses	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Access to health care services	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Access to public transportation	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Access to other alternative modes of transportation (e.g. bike, walk, car co-op, etc.)	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Access to arts and culture	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Access to services for children (e.g., school, childcare, activities, etc.)	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Communications about local events and issues	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Opportunities to provide input in local decision making	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Sense of belonging to your local community	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Sense of safety/security	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐

A9a. Please list the sustainability features or initiatives at UniverCity of which you are aware.

____

____

A9b. And what sustainability features or initiatives would you like to see added.

____

____

A10. Would you recommend UniverCity to friends or family?

1 ☐ Yes
2 ☐ No

Please open folder to Q. "A11"

A11. If you would recommend UniverCity to others, how would you finish this sentence:
If people knew.......................about UniverCity, they would want to live here.

____

____

B. Service / Amenity Needs

B1. How often do you use each of the following at UniverCity?

	More than once a week	About once a week	About once every 2 – 3 weeks	About once a month	Less often
Food/ grocery stores	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Retail services	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Restaurants	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Personal/ business services (e.g., bank, postal outlet, drycleaners, hair salon, etc.)	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐
Burnaby Mountain trails/ paths	5 ☐	4 ☐	3 ☐	2 ☐	1 ☐

B2a. 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.

	Aware: Yes	Aware: No	No. of times per month
Museum/ Art Gallery	1 ☐	2 ☐	________
Lectures	1 ☐	2 ☐	________
SFU Theatre	1 ☐	2 ☐	________
Stores and services in Student Services Building	1 ☐	2 ☐	________
Recreational facilities, classes, lessons and programs	1 ☐	2 ☐	________
Athletic events (e.g., basketball, football, etc.)	1 ☐	2 ☐	________

B2b. What additional facilities, services or amenities do you believe are needed at UniverCity?

____

____

____

B3. Are you aware and have you obtained for a:

	Aware: Yes	Aware: No	Obtained: Yes	Obtained: No
Community Card	1 ☐	2 ☐	1 ☐	2 ☐
SFU Gym Membership	1 ☐	2 ☐	1 ☐	2 ☐
SFU Library Pass	1 ☐	2 ☐	1 ☐	2 ☐
Community Transit Pass	1 ☐	2 ☐	1 ☐	2 ☐
Car Co-op Membership	1 ☐	2 ☐	1 ☐	2 ☐

B4. If you are aware of but have not obtained a **Community Card**: Why do you think you have not obtained a Community Card?

____

____

B5. What additional benefits would make the Community Card more valuable?

____

____

B6. If you are aware but have not obtained a **community transit pass**: Why do you think you have not obtained a community transit pass?

____

____

B7a. Are you employed or working for pay?

Yes→ 1 ☐ From home
2 ☐ Outside the home
3 ☐ No→SKIP TO Q.B11a

B7bi. If you work outside the home: Where do you work?

B7bi. If other adults in your household work outside the home: Where do they work?

	You	Adult 2	Adult 3	Adult 4	Adult 5
Burnaby	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐
Tri Cities (Coquitlam. Port Coquitlam, Port Moody)	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐
New Westminster	3 ☐	3 ☐	3 ☐	3 ☐	3 ☐
Vancouver	4 ☐	4 ☐	4 ☐	4 ☐	4 ☐
North Shore	5 ☐	5 ☐	5 ☐	5 ☐	5 ☐
Richmond	6 ☐	6 ☐	6 ☐	6 ☐	6 ☐
Langley/ Surrey	7 ☐	7 ☐	7 ☐	7 ☐	7 ☐
Fraser Valley	8 ☐	8 ☐	8 ☐	8 ☐	8 ☐
Other or multiple locations	9 ☐	9 ☐	9 ☐	9 ☐	9 ☐

B7ci. What is your usual mode of transportation to work?

B7cii. What is the usual mode of transportation to work for other adults in your household?

	You	Adult 2	Adult 3	Adult 4	Adult 5
Personal vehicle	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐
Car pool/ car share vehicle	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐
Transit	3 ☐	3 ☐	3 ☐	3 ☐	3 ☐
Bike	4 ☐	4 ☐	4 ☐	4 ☐	4 ☐
Walk	5 ☐	5 ☐	5 ☐	5 ☐	5 ☐
Other	6 ☐	6 ☐	6 ☐	6 ☐	6 ☐

B8. Approximately how far is it from your home to your main work site, an estimate is fine? *(If you work at multiple worksites and this question does not apply to your situation please skip to Q.C1)*

#: ________km

B9. And on average, how many days per week do you work?

#: ________days per week

Please turn over