



UNIVERSITY
NEIGHBOURHOODS
ASSOCIATION

Community Engagement Survey 2022

Summary of Findings

*“I would like UBC to be one of the greenest, most livable,
and sustainable neighborhoods in Canada.”*

Resident Comment

Methodology



Total number of surveys sent (approx.) – overlap in distribution	EMAIL: 4,936 MAILOUT/WEBSITE: 6,510 NEWSLETTER: 3,387
Responses (85% EMAIL/NEWSLETTER & 15% MAILOUT/WEBSITE)	876
The data is valid 19 times out of 20 within a margin of error of (based on estimated population of 15,000)	+/- 3.21%
Administration dates	April 11 – May 2, 2022
Participants were given the opportunity to enter an optional draw to win	\$50 Save-on-Foods Gift Card
The survey was hosted and reported by	

Highlights



79% feel it is **important to be involved** in community decision-making opportunities and are interested in participating in UNA Community events, facilities, and services

71% are **satisfied with community life** within the UNA neighbourhoods

Highlights



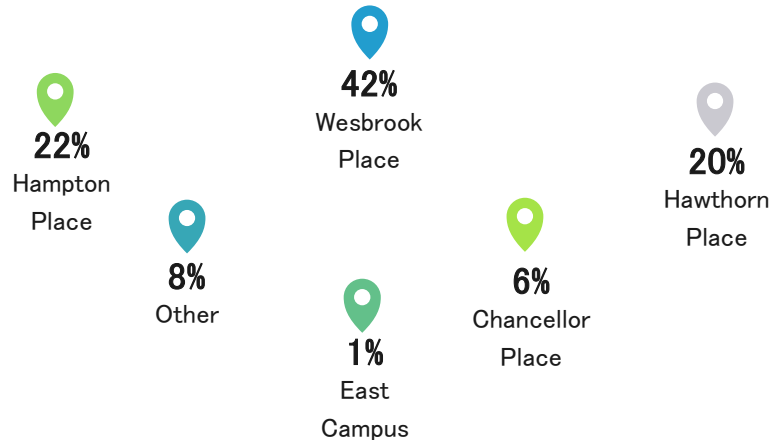
- ✓ **63%** are well informed about community events
- ✓ **57%** are well informed about UNA services
- ✓ **88%** prefer the Email newsletter as the source of events and community news
- ✓ **70%** are most interested in Community events
- ✓ **58%** visit the UNA website monthly or periodically, every few months
- ✓ **66%** have attended a UNA event

Tell Us About Yourself



Which neighbourhood/building do you live in?

(N = 871)



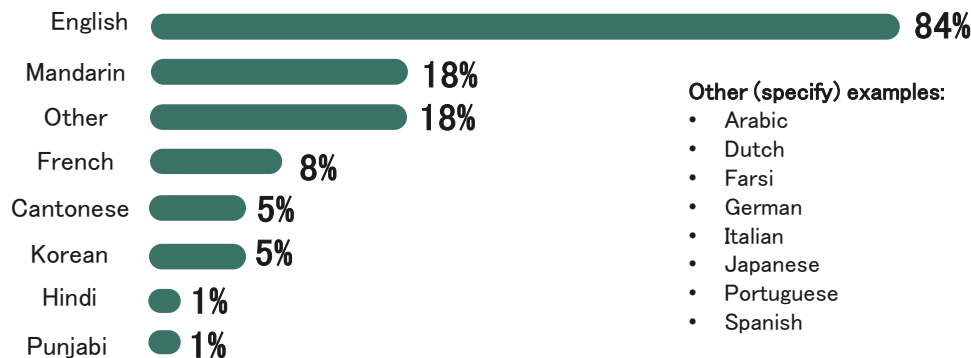
How long have you lived in the UBC neighbourhoods?

(N = 869)



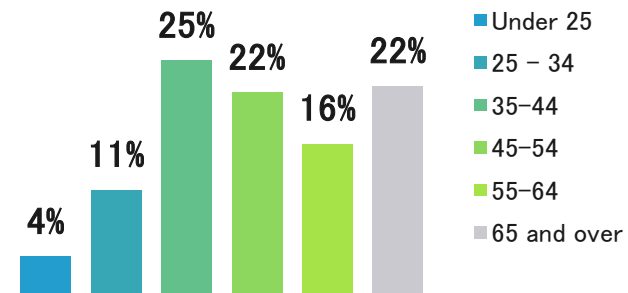
What languages do you speak at home?

(Pick all that apply) (N = 874)



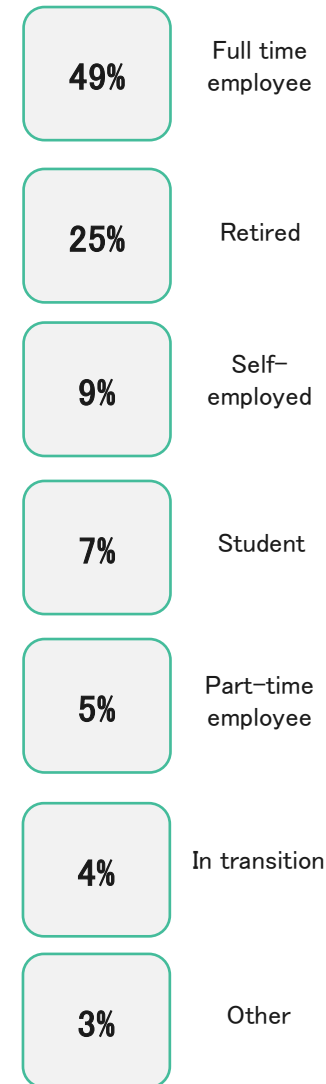
How old are you?

(N = 869)



What is your primary employment status?

(N = 872)

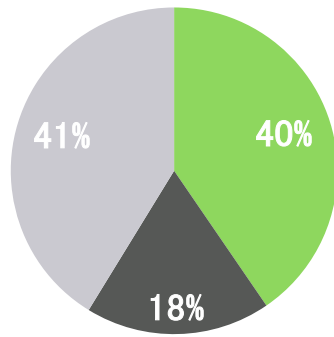


Tell Us About Yourself



Are you likely to attend public consultations held by UBC Campus + Community Planning?

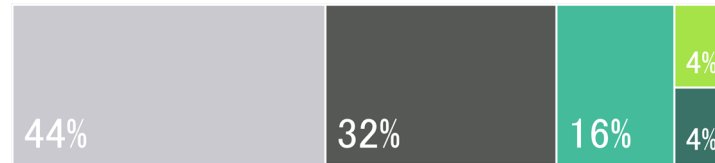
(N = 873)



■ YES ■ NO ■ NOT SURE

How many hours a month do you expect to volunteer next year?

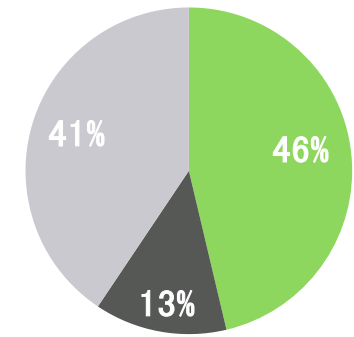
(N = 861)



■ I don't volunteer ■ 1 - 10 hours
■ 11 - 50 hours ■ 51 - 100 hours
■ 100 plus hours

Would you consider volunteering with the UNA?

(N = 869)

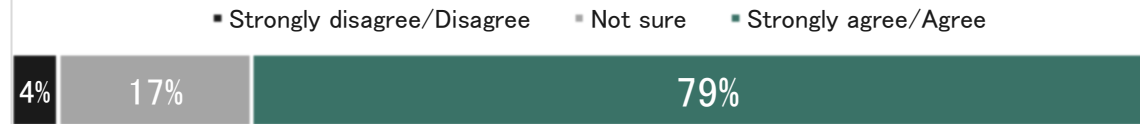


■ YES ■ NO ■ NOT SURE

Outcome measures



It is important to be involved in community decision-making opportunities (examples: elections, AGMs, committees, board meetings).



I am interested in participating in UNA community events, facilities, and services.



I am satisfied with community life within the UNA neighbourhoods.



I feel well informed about community events.



I feel well informed about UNA services.



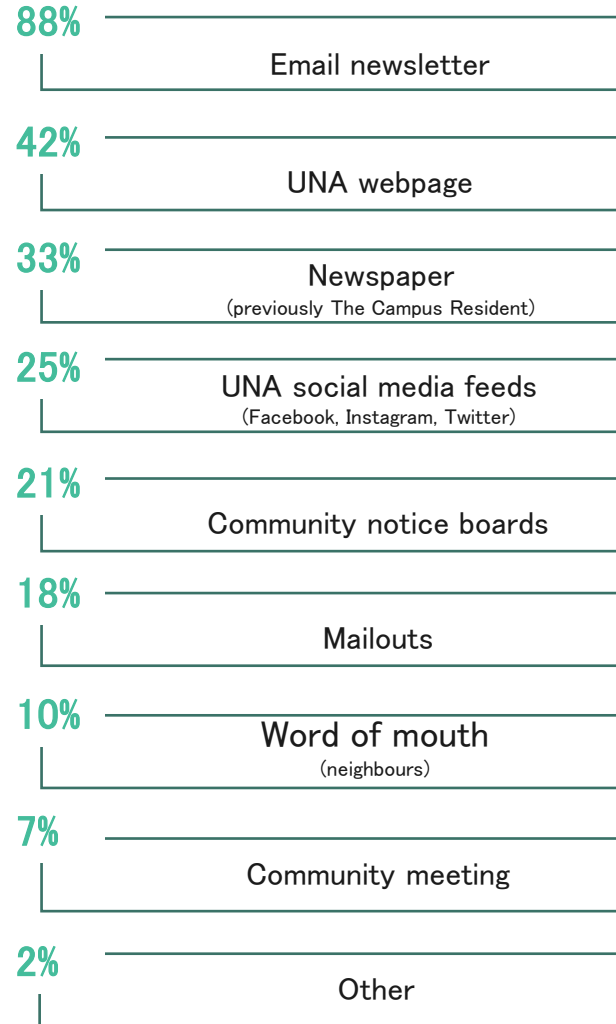
Outcome measures

HEATMAPS – PERCENT OF AGREEMENT

	Chancellor Place (N = 56)	East Campus (N = 12)	Focal Building (N = 3)	Hampton Place (N = 190)	Hawthorn Place (N = 175)	Wesbrook Place (N = 369)	Other (N = 66)
It is important to be involved in community decision-making opportunities (examples: elections, AGMs, committees, board meetings).	80%	42%	33%	83%	85%	78%	70%
I am interested in participating in UNA community events, facilities, and services.	66%	58%	0%	77%	85%	81%	74%
I am satisfied with community life within the UNA neighbourhoods.	59%	75%	67%	68%	72%	73%	72%
I feel well informed about community events.	61%	58%	0%	65%	69%	60%	63%
I feel well informed about UNA services.	56%	50%	0%	58%	65%	53%	52%

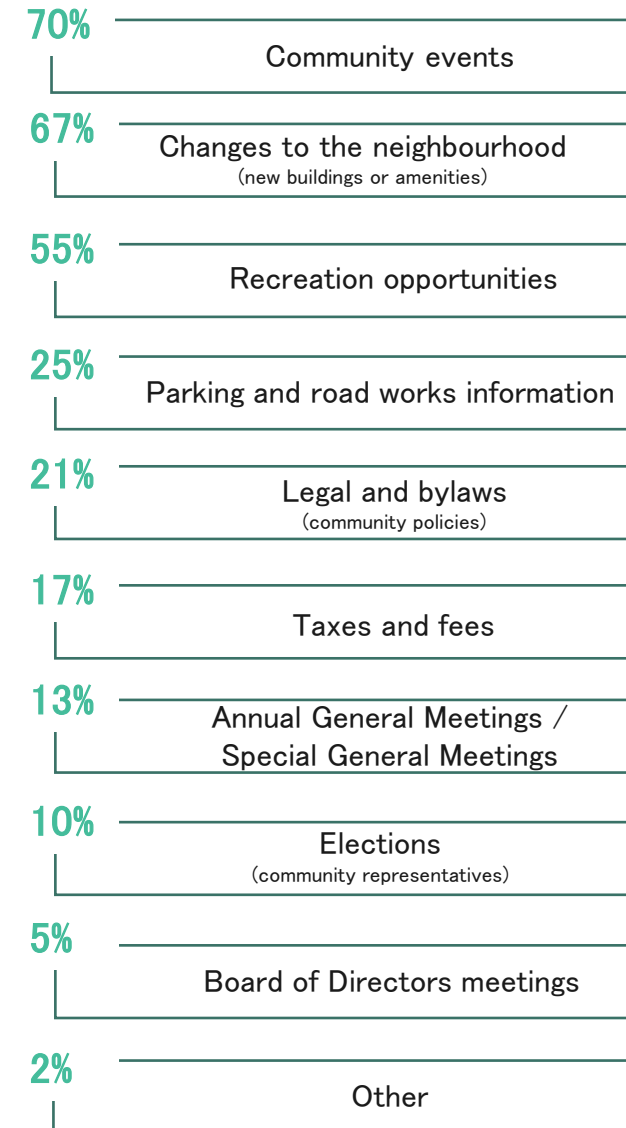
	Under 25 (N = 36)	25–34 (N = 97)	35–44 (N = 216)	45–54 (N = 187)	55–64 (N = 140)	65 and over (N = 193)
It is important to be involved in community decision-making opportunities (examples: elections, AGMs, committees, board meetings).	61%	70%	73%	87%	85%	83%
I am interested in participating in UNA community events, facilities, and services.	53%	79%	84%	87%	76%	73%
I am satisfied with community life within the UNA neighbourhoods.	69%	69%	75%	73%	66%	70%
I feel well informed about community events.	54%	38%	62%	68%	68%	68%
I feel well informed about UNA services.	53%	38%	55%	61%	60%	62%

How would you like to receive communication on events and community news? (Select up to three options) (N = 875)

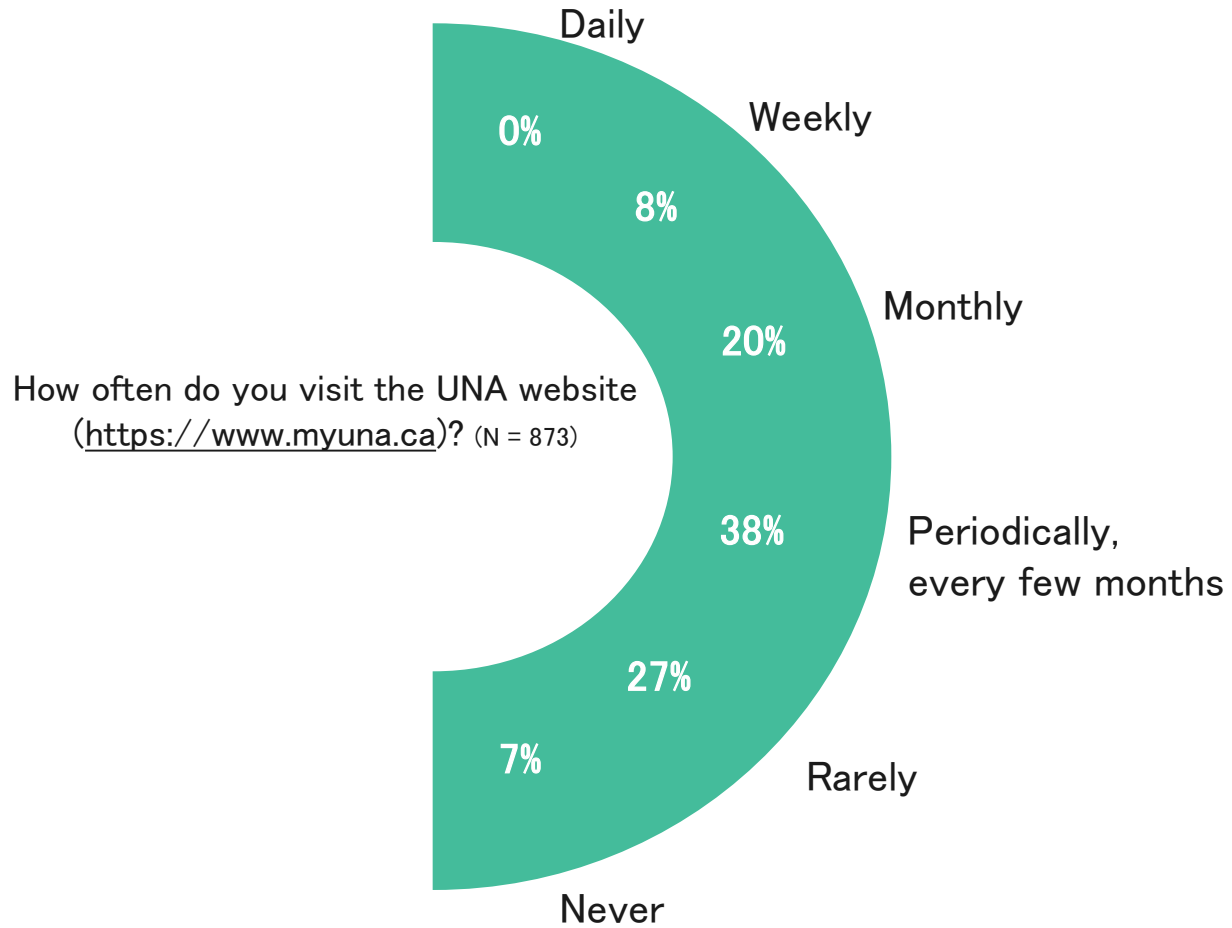


What topics are you most interested in?

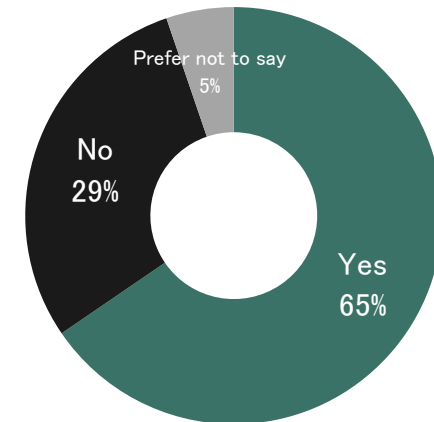
(Select up to three options) (N = 874)



Communications



Have you attended a UNA event? (N = 862)

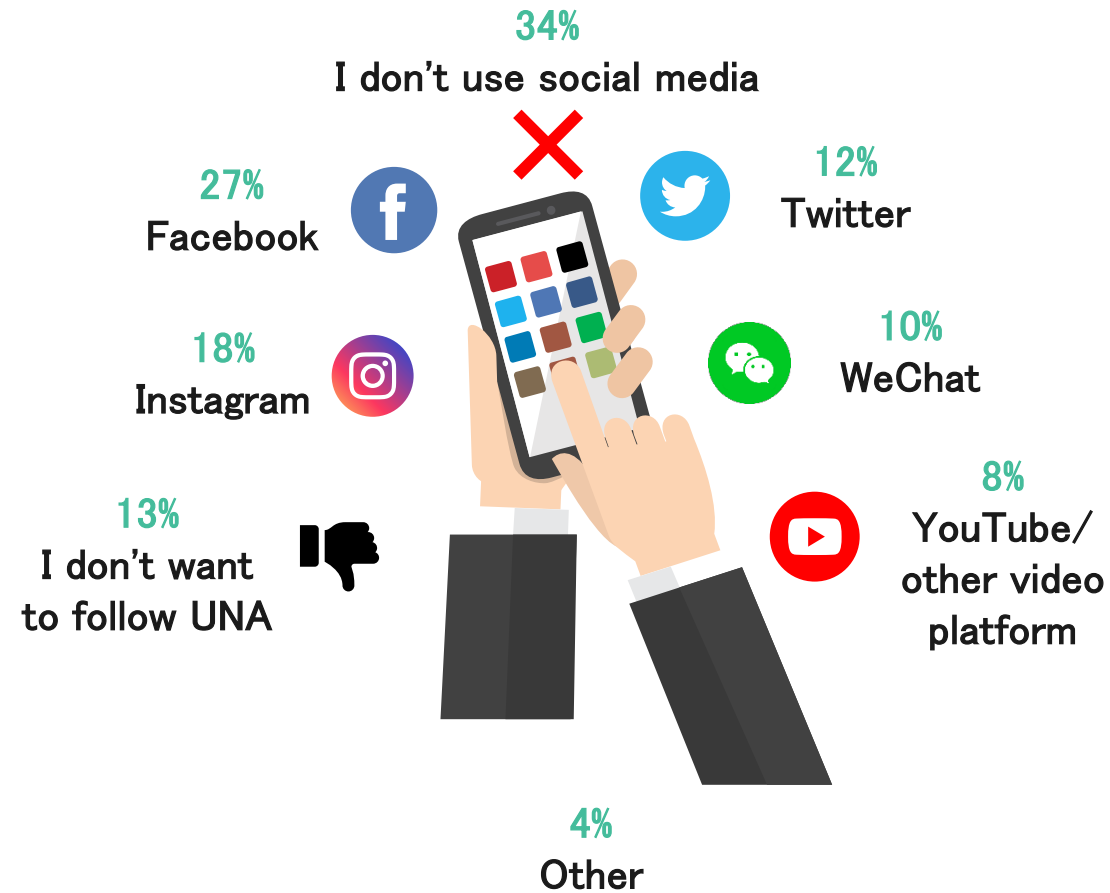


Communications



Which UNA social media sites do you follow, or are you likely to follow?

(Pick all that apply) (N = 836)



Communications



HEATMAP – PERCENT OF USAGE

	Under 25 (N = 34)	25-34 (N = 94)	35-44 (N = 206)	45-54 (N = 178)	55-64 (N = 134)	65 and over (N = 183)
I don't use social media	15%	23%	28%	26%	36%	56%
Facebook	27%	20%	35%	32%	25%	18%
Instagram	35%	32%	19%	19%	16%	3%
I don't want to follow UNA	18%	25%	11%	11%	11%	7%
Twitter	9%	15%	16%	16%	10%	6%
WeChat	15%	4%	21%	21%	13%	3%
YouTube/other video platform	9%	3%	7%	7%	11%	10%
Other	6%	5%	3%	3%	5%	8%

Would consider volunteering with the UNA

Profile 46% (N = 402)

Lived in neighbourhood
for 7 years or more **42%**

Lives in Wesbrook
Place **45%**

Between the ages of
35–54
54%



Speaks English **78%**
and/or Mandarin **26%**

Works full-time **49%**

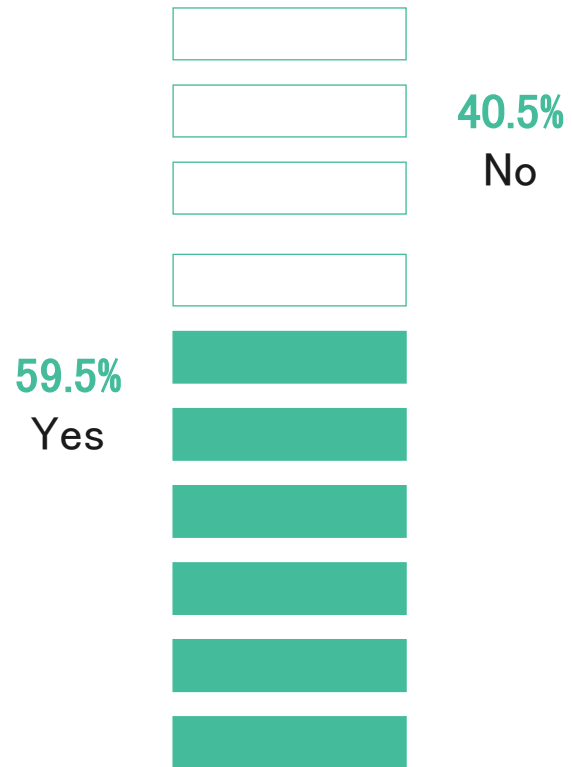
Expects to volunteer
1–10 hours in the next
year **55%**

Campus Vision 2050



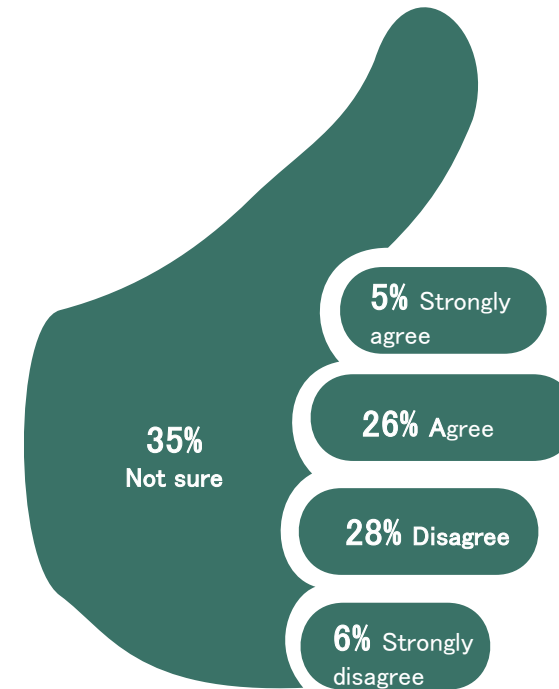
Have you heard about Campus Vision 2050?

(N = 869)



I feel engaged in Campus Vision 2050.

(N = 507)



Campus Vision 2050



HEATMAPS – PERCENT OF YES & AGREEMENT

	Chancellor Place (N = 55)	East Campus (N = 12)	Focal Building (N = 3)	Hampton Place (N = 185)	Hawthorn Place (N = 175)	Wesbrook Place (N = 368)	Other (N = 66)
Have you heard about Campus Vision 2050?	56%	75%	67%	56%	71%	58%	49%
	Chancellor Place (N = 31)	East Campus (N = 9)	Focal Building (N = 2)	Hampton Place (N = 99)	Hawthorn Place (N = 123)	Wesbrook Place (N = 213)	Other (N = 28)
I feel engaged in Campus Vision 2050.	26%	44%	50%	20%	33%	33%	43%
	Under 25 (N = 36)	25-34 (N = 97)	35-44 (N = 215)	45-54 (N = 186)	55-64 (N = 139)	65 and over (N = 189)	
Have you heard about Campus Vision 2050?	31%	50%	64%	67%	60%	57%	
	Under 25 (N = 11)	25-34 (N = 47)	35-44 (N = 135)	45-54 (N = 124)	55-64 (N = 82)	65 and over (N = 104)	
I feel engaged in Campus Vision 2050.	27%	28%	32%	33%	33%	28%	

Campus Vision 2050



What are the key elements of the UBC neighbourhoods that should be preserved? (N = 694)



What do you hope does NOT happen in the Land Use Plan? (N = 664)





What would you want the UBC neighbourhoods to look like in 30 years? (N = 658)



Open-Ended Questions



What would make the UNA a great community to live in? (N = 582)



What can the UNA do to best support your involvement in our community? (N = 470)



To help people see each other to pursue a healthy,
harmonious and productive world.

