



SU 2021 ANNUAL SURVEY

Students' Union, University of Calgary

September 2021

Contents

- Executive Summary** 2
- Introduction**..... 3
- Methodology** 3
 - Administration of Survey*..... 3
 - Budget*..... 3
 - Communications* 3
 - Ethical Considerations*..... 4
- Student Demographics**..... 5
- Engagement with the Students’ Union**..... 14
- Satisfaction with the Students' Union** 18
 - 2021 Satisfaction Overview*..... 18
 - 2020 vs. 2021 Data Comparison - Breakdown*..... 19
 - Combined Satisfied Response Trends (2020 vs. 2021)* 26
- International Student Analysis** 27
- Ethnic Identity and Experiences with the Students’ Union** 29
 - Engagement*..... 29
 - Satisfaction with the SU*..... 33

Executive Summary

The Students' Union (SU) Annual Survey assists the SU in identifying key areas of impact and contribution to student satisfaction and engagement at the University of Calgary. The Annual Survey helps to inform the SU's strategic planning, advocacy to university administration and all levels of government, and service provision. The 2021 Annual Survey asked students about their satisfaction and experience with the SU and the programs and services it offers, following the same themes as the questions from 2020, making it possible to observe changes in student opinion over time.

2,778 undergraduate students at the University of Calgary responded to the survey, representing a 9.8% response rate of the total 28,433 undergraduate students enrolled, as reported by the University's Office of Institutional Analysis (most recent data available was used, from Fall 2019 enrolment numbers). Student engagement was steady in terms of involvement with SU-registered clubs despite distance-based learning and increased in terms of voter engagement with SU Elections from 2020.

The sample size was proportionate to the demographic characteristics of the University of Calgary undergraduate student population. Variances in the representation of demographic characteristics are consistent with the profile of the typical undergraduate student who is hyper-engaged with the SU. Specifically, the typical survey respondents continue to be woman-identifying, fulltime undergraduate students between the age of 18 and 22. Science students are overrepresented in these results, and Cumming School of Medicine and Schulich School of Engineering students are moderately underrepresented, consistent with results from 2020. For the second year in a row, the survey received a large increase in the percentage of international student responses, marking a new record of 14.9% respondents being international students, the highest proportion since at least 2010.

Satisfaction with the SU saw a number of important developments in 2021. SU Advocacy & Representation saw an increased combined satisfied response rate of 17.95%, bringing it from one of the lowest-satisfied surveyed aspects, to the most highly satisfied. Satisfaction with SU Programs & Services and Clubs remained high, despite a drop in satisfaction with Clubs. Combined satisfaction with all surveyed aspects, with the exception of Clubs and Events & Activities, saw increases of at least 2.6% from 2020 to 2021.

In 2021, respondents were surveyed for their ethnic identity for the first time. Engagement and Satisfaction levels with the SU are stratified by ethnic identity in the new Analysis by Ethnic Identity section. In line with the Equity, Diversity and Inclusion Advocacy Policy passed by the Students' Legislative Council (SLC) in 2020, this new data ensures the SU can determine and address barriers to inclusivity in its offerings to students.

Introduction

The SU Annual Survey was administered from Jan. 18 to Feb. 19, 2021. In the past, results of the Annual Survey have been used to guide and inform strategic planning, the Quality Money Committee, and tuition consultation. Key performance indicators have been identified to align with goals and outcomes of strategic planning which will continue to help benchmark the SU's progress. Results reported demonstrate longitudinal trends and findings that are significant for understanding student satisfaction and engagement with the University of Calgary. Data from multiple questions may be cross-tabulated to determine how different factors impact student satisfaction and help the SU to provide better programs and advocate effectively.

2,778 undergraduate students at the University of Calgary responded to the survey, representing a 9.8% response rate. 85.4% of respondents completed the survey. The survey response rate improved for the third year in a row (5.2%, 6.0%, 8.6% in 2018, 2019 and 2020 respectively). However, completion rate fell for the second year in a row, declining from 88.0% in 2019 and 85.4% in 2020.

Methodology

Administration of Survey

The survey was administered online and took approximately 10 minutes to complete. SU staff managed the survey and Qualtrics Survey Software was used to create the web-based questionnaire.

As an incentive, the SU offered prizes through random draws to survey participants. Participants provided their names and email addresses through a separate link upon completion of the survey. Respondents' personal information was in no way connected to their survey responses. Full contest rules were made available on the SU website (see Appendix II). Ten \$100 prepaid Mastercards were available as prizes to students who completed the survey.

Budget

Expenses for the SU Annual Survey were budgeted for in the SU's Communications budget. For 2020-21, the budget for the SU Annual Survey was \$1,000. Actual expenses included ten \$100 prepaid Mastercards.

Communications

The online survey was open from Jan. 18 to Feb. 19, 2021. The traditional communications tactics used for SU surveys were executed by SU staff, as detailed below. In addition, SU elected officials were encouraged to promote the survey within their faculties via D2L, mailing lists, and classroom visits.

- **Email**

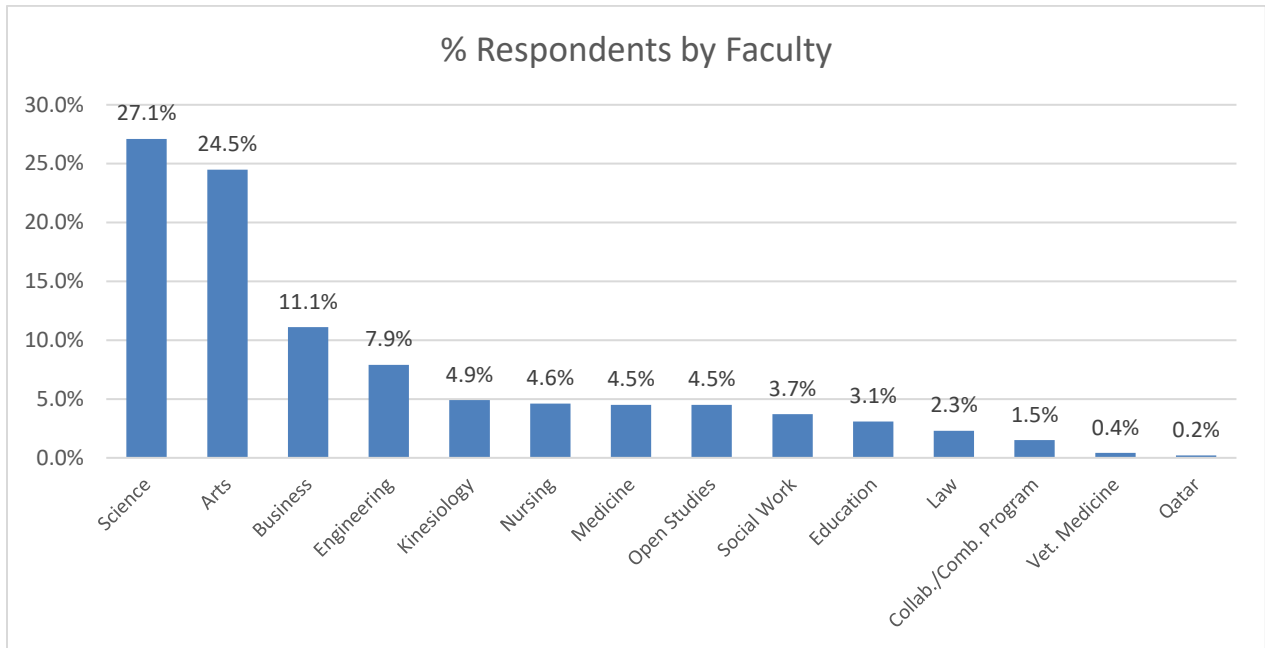
- The email list was extracted from the SU internal list. The total number individuals on the SU contact list is unknown but this is known to be the most up-to-date student list.
- Students received an initial email from the President's email account inviting them to participate in the survey and a subsequent reminder email.
- SU registered clubs received notice of the survey in the club's newsletter and through direct email to primary contacts on file for clubs.

- **Social Media**
 - The survey link was shared from SU accounts on Twitter, Facebook and Instagram.
- **Print/Digital**
 - The SU Communications department produced posters and digital ads which were displayed in the MacEwan Building.
- **Website**
 - There was a prominent SU Survey link on the SU website (<http://www.su.ucalgary.ca/>) throughout the duration of the survey.

Ethical Considerations

All students were informed in a cover letter that participation in the survey was voluntary and confidential. Respondents were free to withdraw at any time with no penalty. For privacy reasons, personal information (student names and email addresses) will not be shared and the information will be disposed of except to contact winners of the prizes. Students were notified that the winners would be contacted by email. The survey data file will reside with Qualtrics Survey Software and the SU; the aggregate data, minus personal information, will be reserved for internal use by the SU. The SU did not go through the University of Calgary ethics approval process, as this survey was administered solely by the SU for internal use.

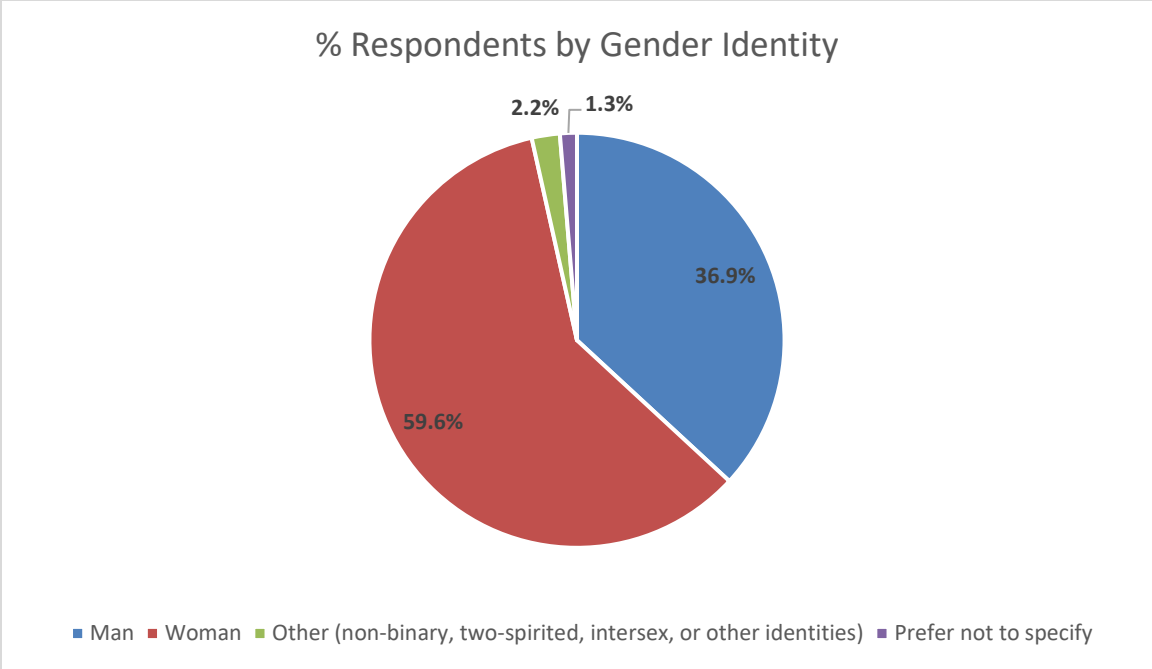
Student Demographics



As shown in the graphic above, a majority of respondents to the 2020 Annual Survey are from either of the University's two largest faculties, Arts and Science. Generally, faculty-based representation is proportional to actual enrolment data with a few small exceptions noted below.

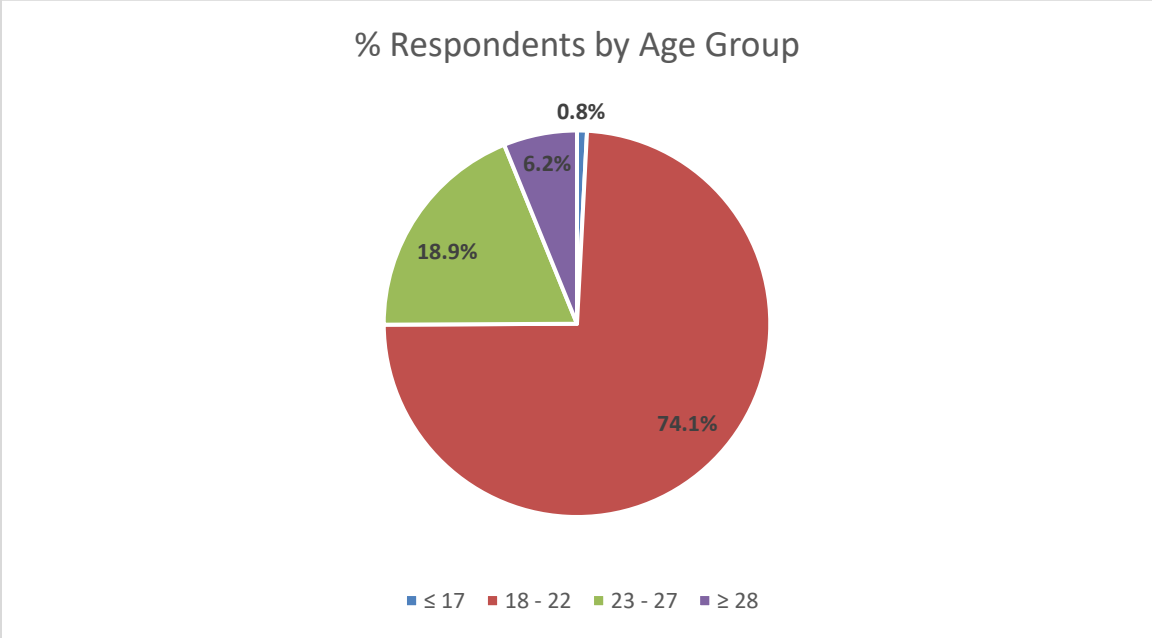
Compared with [actual Fall 2019 enrolment data¹](#) made available from the Office of Institutional Analysis (OIA), students in the Faculty of Science are the most over-represented in the 2020 SU Annual Survey results (27.1% of responses, versus 18.1% of enrolment), while students in the Cumming School of Medicine (4.5% of responses, 7.6% of enrolment) and the Schulich School of Engineering (7.9% of responses, 13.7% of enrolment) are under-represented. However, these variances are consistent with previous years' Annual Surveys, and are statistically insignificant; survey responses are mostly proportional to enrolment data at the university.

¹ At the time this report was produced, Fall 2019 enrolment data was the most up-to-date provided by the OIA.

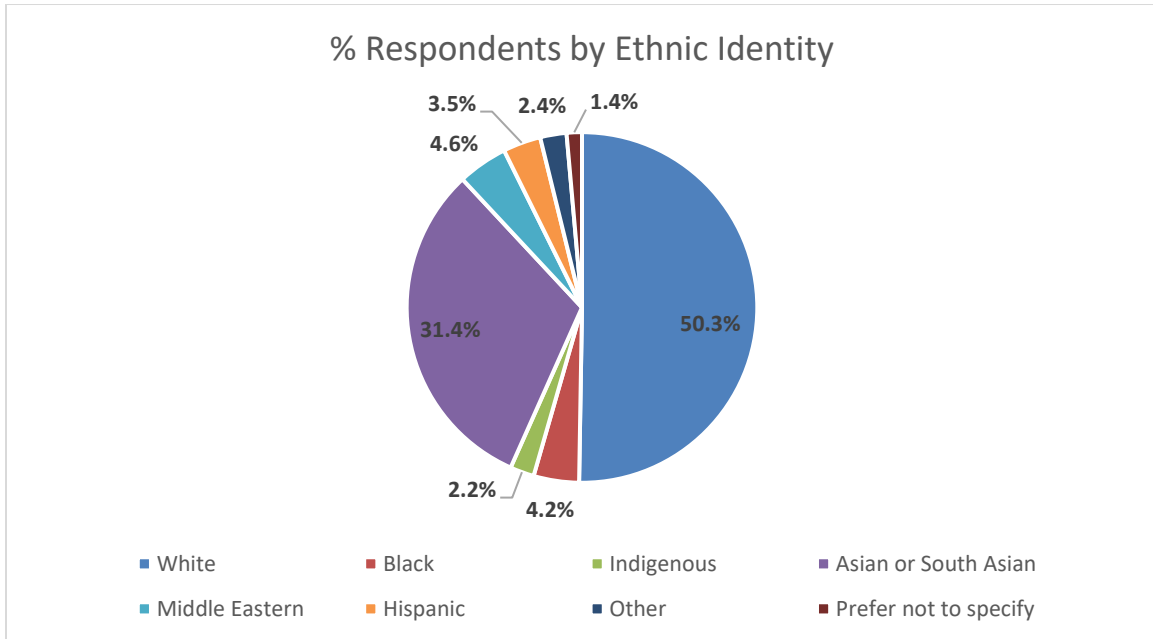


Woman-identifying undergraduates remain the largest share of respondents in the 2021 SU Annual Survey (68.9%): a recurring trend, suggesting a continued heightened level of engagement with the SU in general by female-identifying students. However, the prevalence of women respondents to the survey has declined for the second year in a row (71.4% in 2019; 69.9% in 2020).

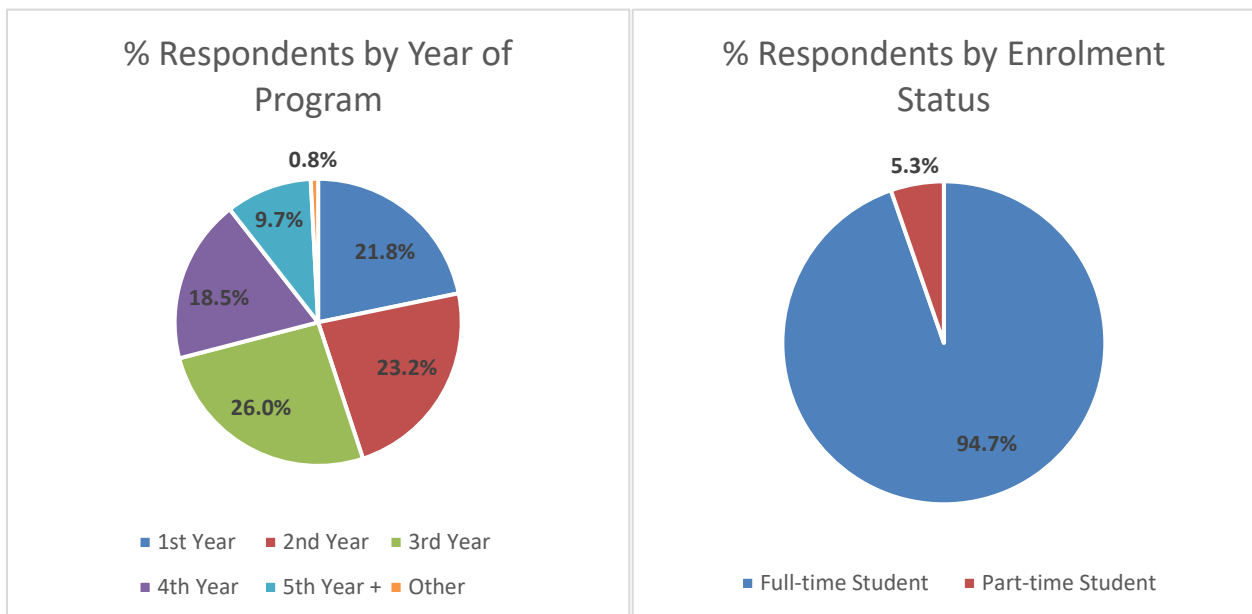
The 2021 Annual Survey also saw an increase in "Other (non-binary, two-spirited, intersex or other identities)" responses, up from 1.0% in 2019 and 1.5% in 2020. This may be due to the consistently larger respondent pool each year, leading to a more representative survey result, or could indicate an increase in gender-diverse undergraduate admissions to the University of Calgary.



As in previous years, most respondents to the 2021 Annual Survey fell into the age category of 18 to 22 years (74.1%).

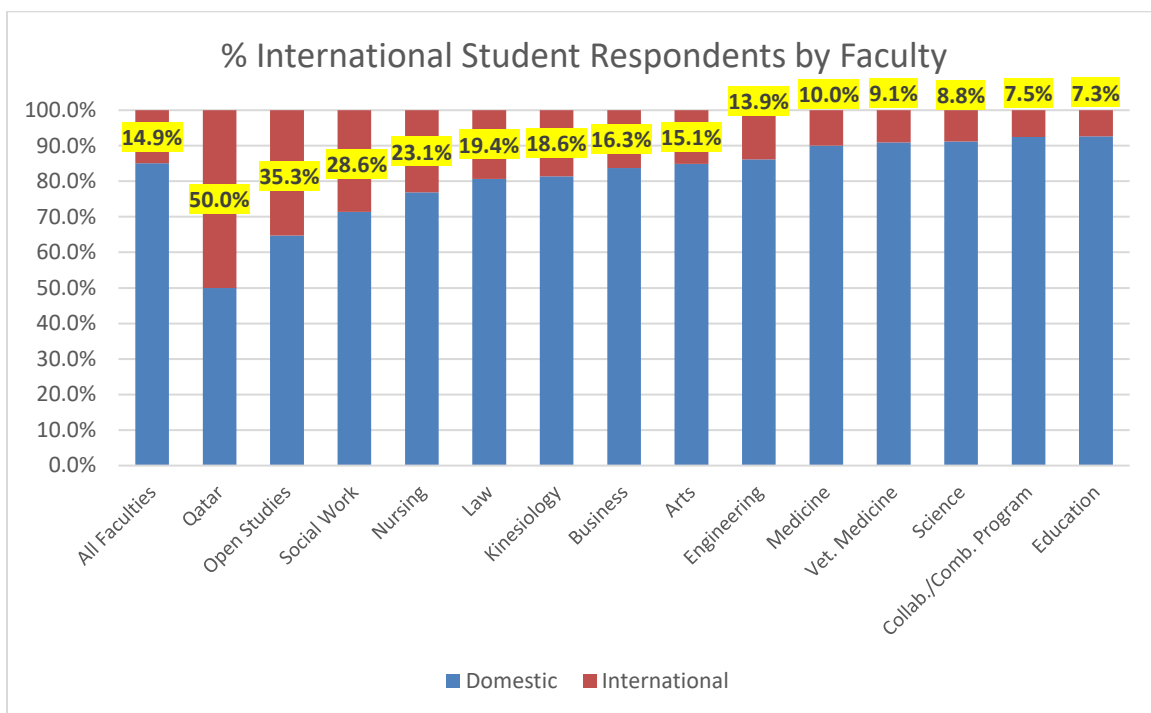


For the 2021 Annual Survey, the SU began collecting data on respondents’ ethnic identity. The two largest shares of respondents were White (50.3%) and Asian or South Asian (31.4%). The survey saw moderate representation of Black (4.2%) and Indigenous (2.2%) students. In future years as this data continues to be collected, trends in the makeup of survey respondents can be monitored to indicate successes or needs for improvement on the SU’s advocacy on equity, diversity and inclusivity issues.



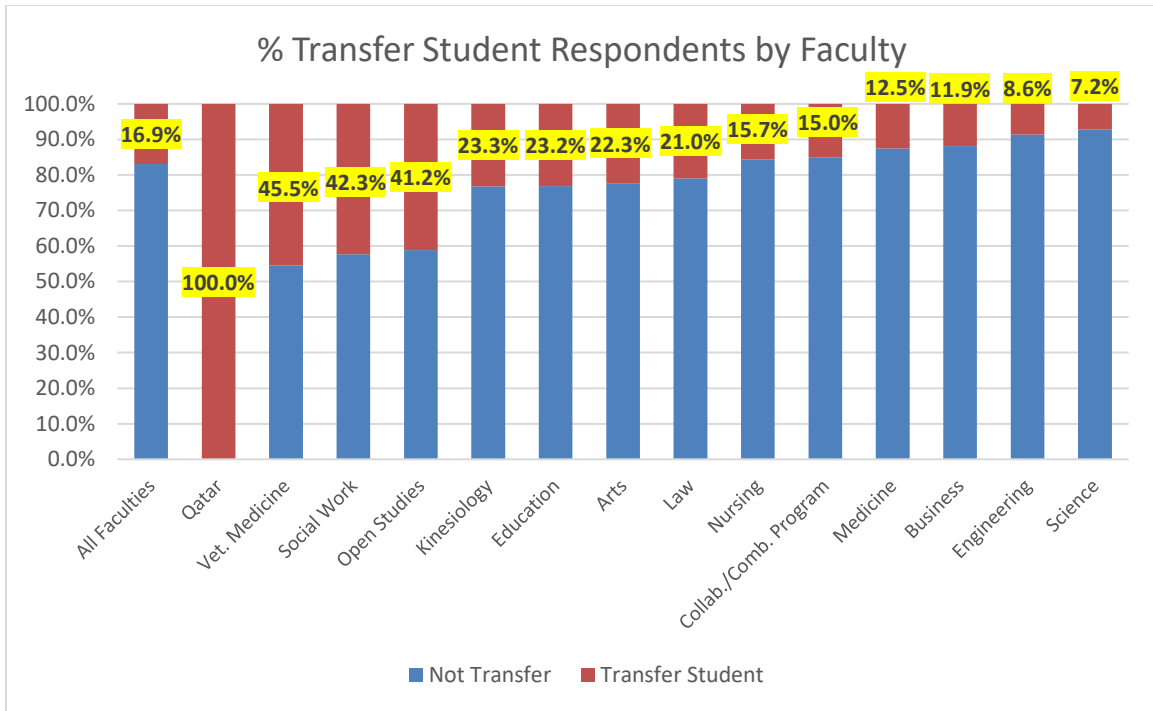
The 2021 Annual Survey saw a roughly equal split of respondents in their first through third years of their programs, with a drop off of response rate amongst fourth year students. There were nearly identical response rates from fifth or higher year of program respondents as there was in the previous year's Annual Survey. The 0.8% of respondents who selected "other" primarily comprise students in post-degree undergraduate studies.

Overwhelmingly, respondents were full-time students. This survey received a 5.3% part-time student response rate, a slight under-representation of the actual 7.3% part-time enrolment according to the Fall 2019 enrolment numbers from the OIA. This underrepresentation may be due to a sense of detachment from campus activity compared with full-time students, who generally spend more time on campus than part-time students, or it may be a result of sustained engagement with the Students' Union by full-time students compared with part-time students.



Of the University of Calgary's major undergraduate program faculties, the Faculty of Social Work saw the largest proportion of respondents identify as international students, while the Faculties of Nursing, Law and Kinesiology all also saw a large international student demographic represented in their survey respondents. The Faculties of Science, Arts, and the Schulich School of Engineering had the most individual respondents who were international students which can be expected due to the large size of these faculties.

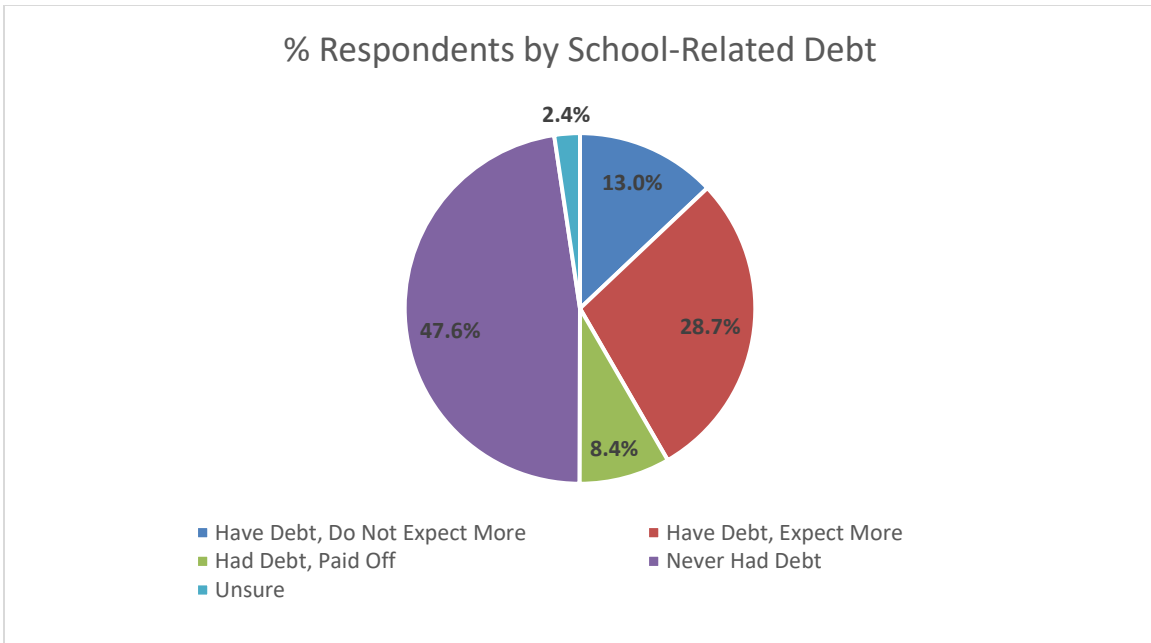
For more specific data about international students, see the "International Students" section below.



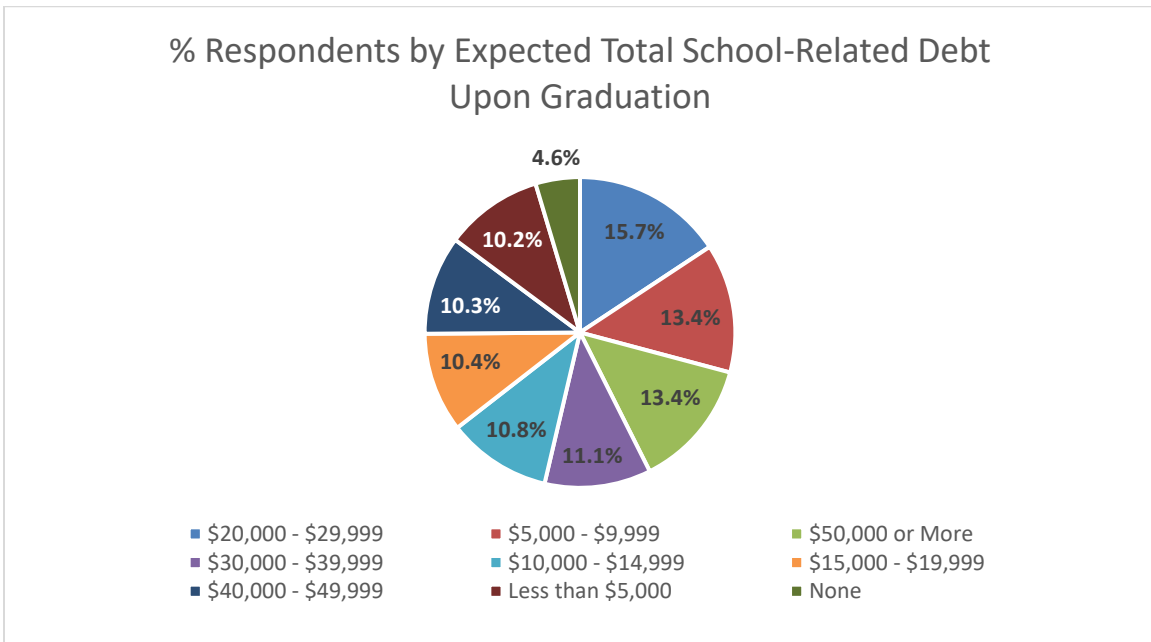
The 2021 Annual Survey saw 16.9% of respondents identify as transfer students from other post-secondary institutions, before beginning their studies at the University of Calgary – an increase by 6% of respondents from 2020.

From within the City of Calgary, 14.4% of transfer students previously studied at Mount Royal University, while 9.2% came from SAIT. Other notable institutions the U of C saw transfer students incoming from include the Universities of Victoria (10.5%) and Alberta (9.9%), with respondents also coming from a broad variety of Canadian post-secondary institutions.

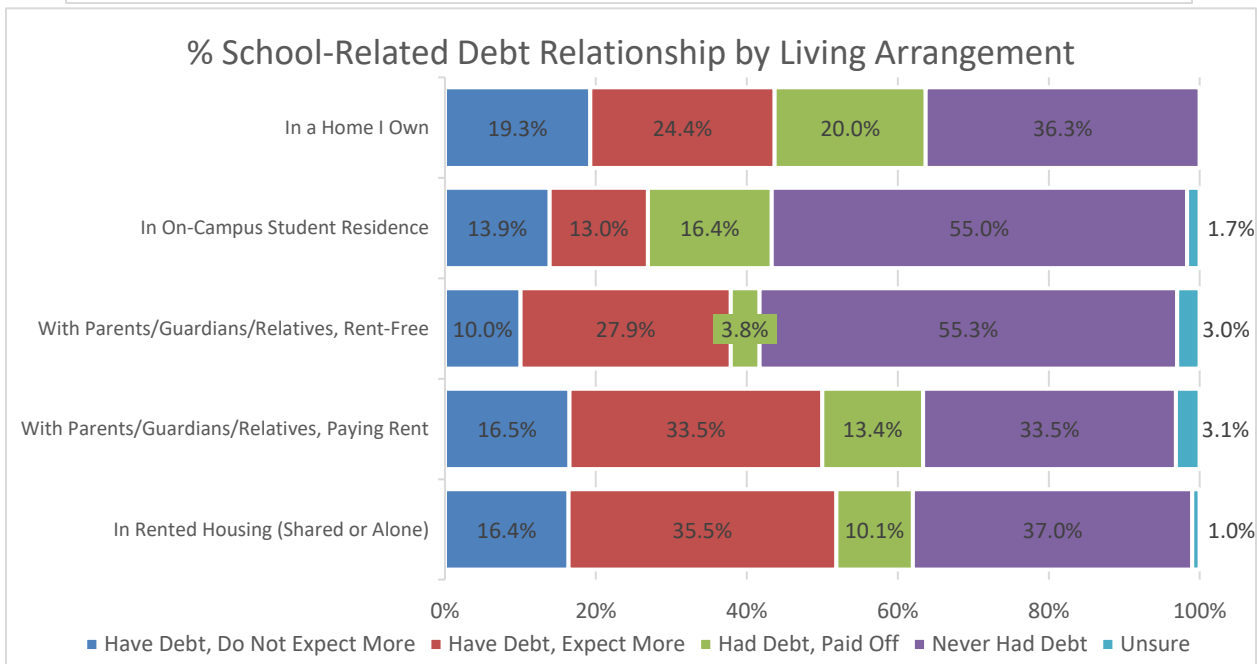
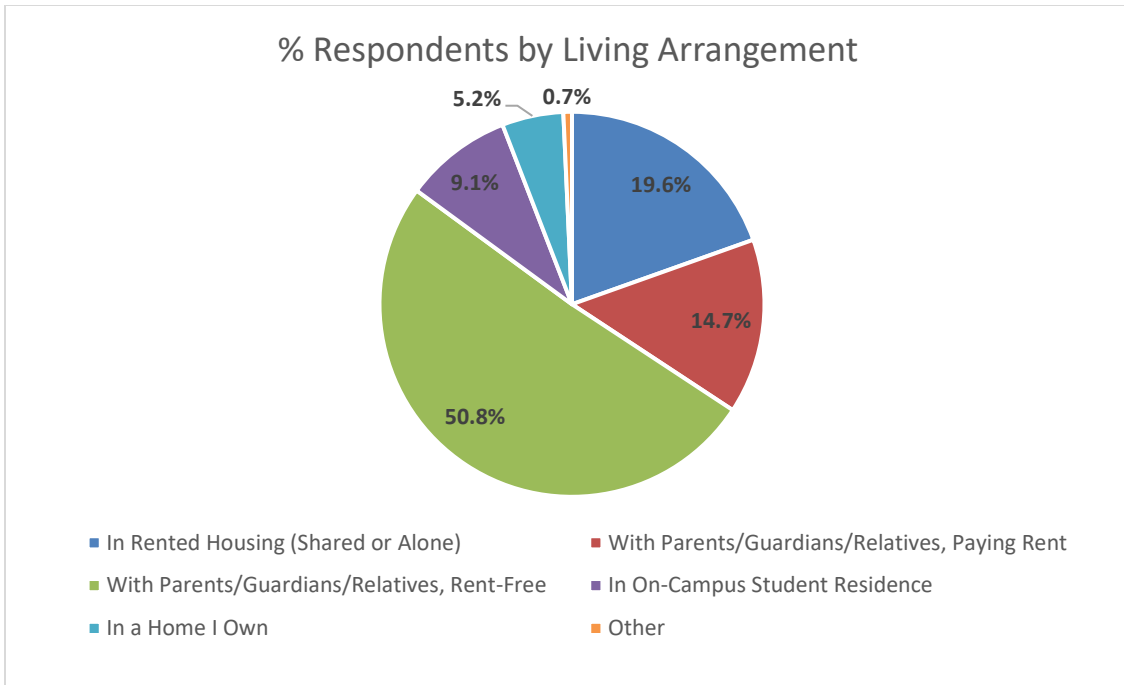
Excluding respondents from the Qatar campus (n=3), the Faculties of Veterinary Medicine and Social Work saw the largest portions of respondents identify as transfer students at 45.5% and 42.3%, respectively. Open Studies also has a notable transfer student population at 41.2%, while the Faculties of Engineering and Science saw the lowest share of transfer-student respondents.



Including both students who have never had school-related debt and those who responded "I don't know," 50% of respondents have no direct relationship with student debt. Of the respondents who have or had school-related debts, the largest share (28.7%) already has, and expects more, debt.



Respondents who currently hold school-related debt were asked how much debt they expect to have in total upon graduation. 4.6% of respondents expected to pay off any school-related debts they held before graduating, with the remainder of respondents divided into a roughly equal distribution of answer categories.

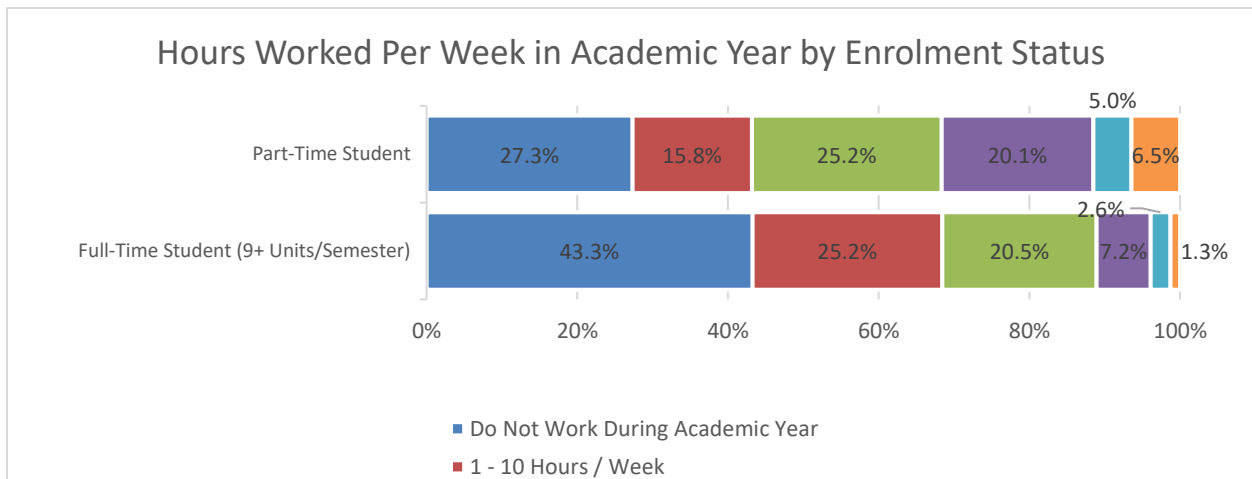
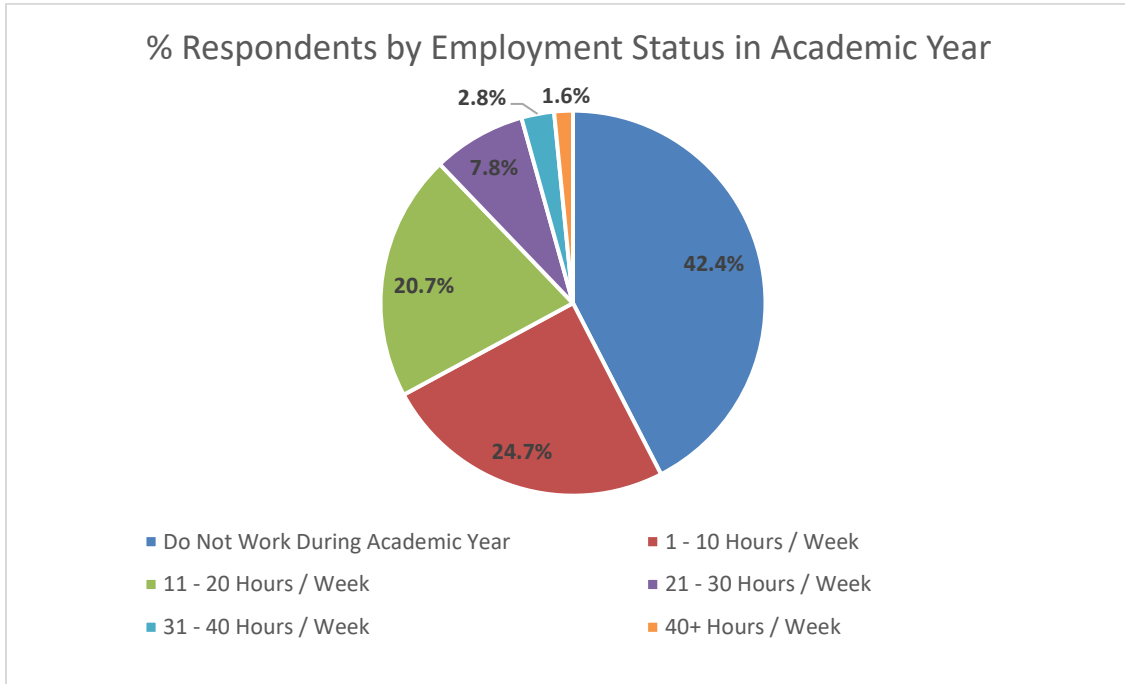


50.8% of all respondents indicated they live rent-free with parents, guardians or relatives, while an additional 14.7% pay rent to their parents, guardians or relatives. With 65.5% of respondents living with parents, guardians or relatives off-campus and a total of 90.9% of respondents living off-campus, the 2021 Survey shows data consistent with the portrayal of the University of Calgary as a "commuter campus;" only 9.1% of respondents live in on-campus student residence.

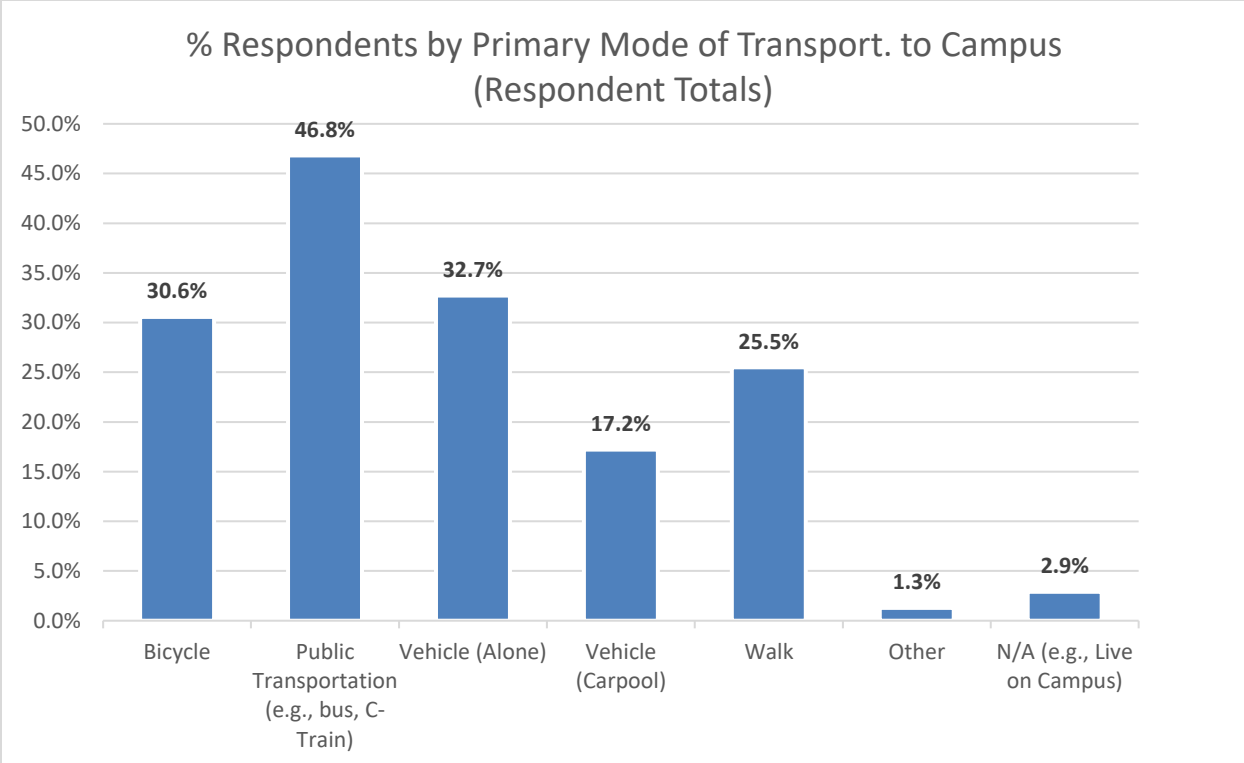
Respondents who live in on-campus student residence or at home with parents/guardians/relatives rent-free were the least likely to have a relationship with school-related debt (55% and 55.3% never have had

school-related debt, respectively). Students in other living arrangements had generally consistent relationships with school-related debt across each category.

During the academic year, 57.6% of all respondents were employed for at least 1-10 hours per week.



In the above graphic, we can see that full-time students are less likely to work during the academic year in general by 16% of respondents in their category. Part-time students are also much more likely to work 21+ hours per week compared to full-time students, who tend to work fewer than 20 hours per week, if at all.

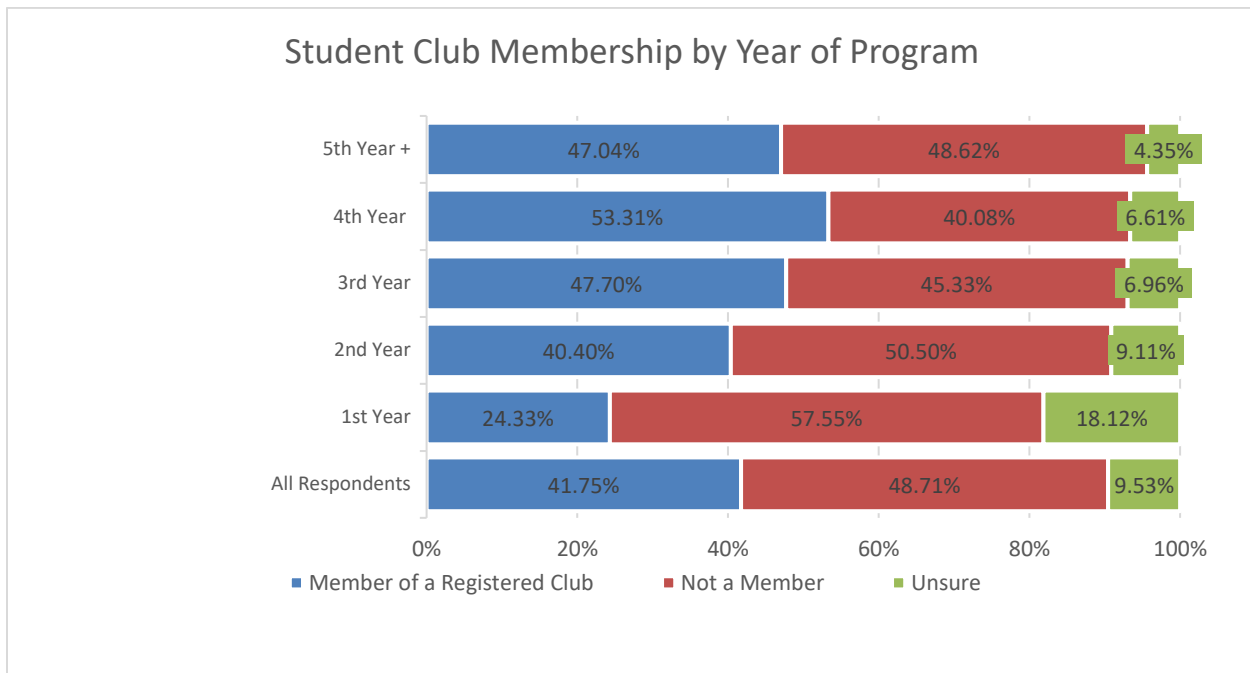


The above graphic displays the percentage of respondents by their primary method(s) of transportation to campus. Respondents were able to select more than one option (such as if their commute consisted of a walk and public transportation), meaning 46.8% of respondents to the question selected public transportation as at least one of their options.

46.8% of respondents identified regular use of public transportation in their commute to campus, a significant drop from 68.7% in 2020. 32.7% drove to campus alone, while an additional 17.2% drove to campus as part of a carpool. 25.5% walked as part of their commute and 30.6% biked – a significant climb from only 2.7% in 2020. 2.9% did not identify a commute (such as for students living on campus), and the remaining 1.3% identified other means of transportation.

Respondents' transportation choices are likely to have been affected by the COVID-19 pandemic, which could explain the significant drop in use of public transportation and carpools, in favor of options that allow respondents to travel alone.

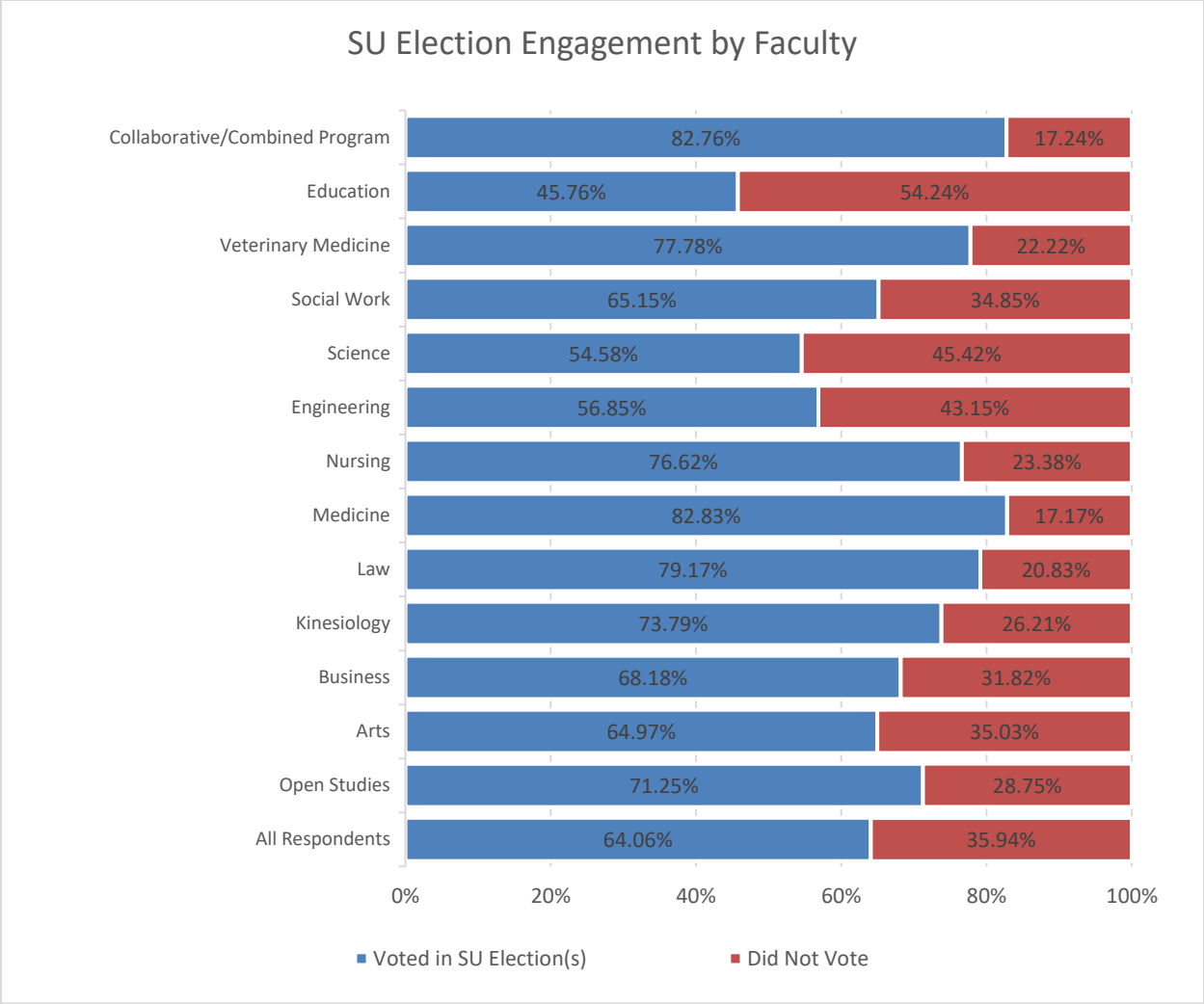
Engagement with the Students' Union



Compared with 2020, the 2021 Survey saw a very slight (0.25%) decrease in respondents who were members of an SU Registered Club.

Students became increasingly more likely to be a member of a club as they advance to upper years of their degree (consistent with previous SU surveys), showing that students tend to become more involved and engaged as they spend more time on campus throughout their degree. However, breaking from the trend seen in previous years, the 2021 Survey saw a drop off of club membership for students in their 5th or higher year of their degree compared to those in their 4th year.

The "not sure" responses may be explained by the large number of engagement opportunities on campus outside of SU Registered Clubs (such as non-registered student organizations and University programs), with participants in those programs and/or programs run by SU Registered Clubs being unsure of the differentiation between the two. However, the percentage of respondents indicating they were "not sure" consistently decreased with each higher year of program, indicating that students learn how the system works and its connection to the SU over the course of their degree.

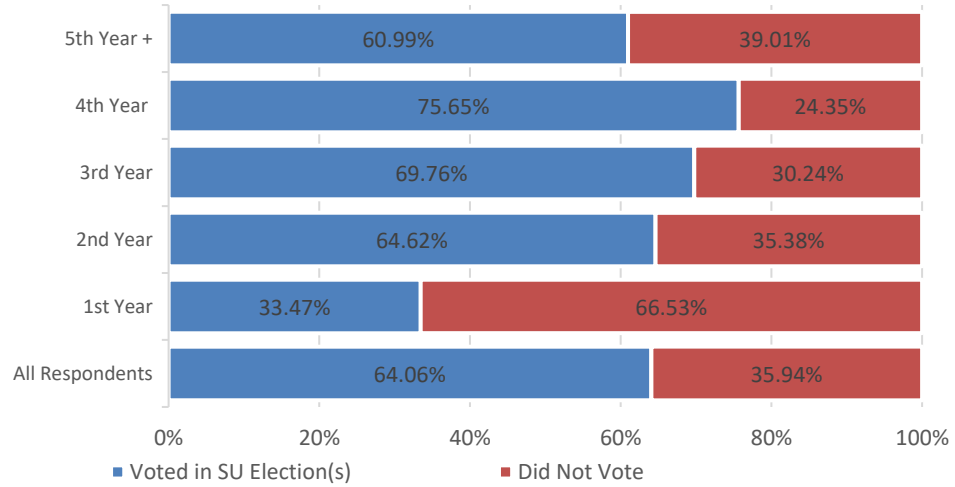


In the 2020 SU General Election, 22% of eligible undergraduates voted, up from 21.1% in 2019. In the 2021 Survey, however, 64.1% of respondents indicated they had voted in either (or both) of the General Election or By-Election, suggesting an over-representation in the Survey of students who are hyper-engaged with the SU. This is consistent with previous surveys, such as 2020 where 55.6% responded that they had voted in a General or By-Election.

The above graphic shows the percentage of each faculty's engagement with the SU elections. Students in Law, Nursing and Social Work, as well as open studies, were the least likely to have voted in an SU election, while Medicine, Kinesiology and Collaborative/Combined Degree students were among the most likely.

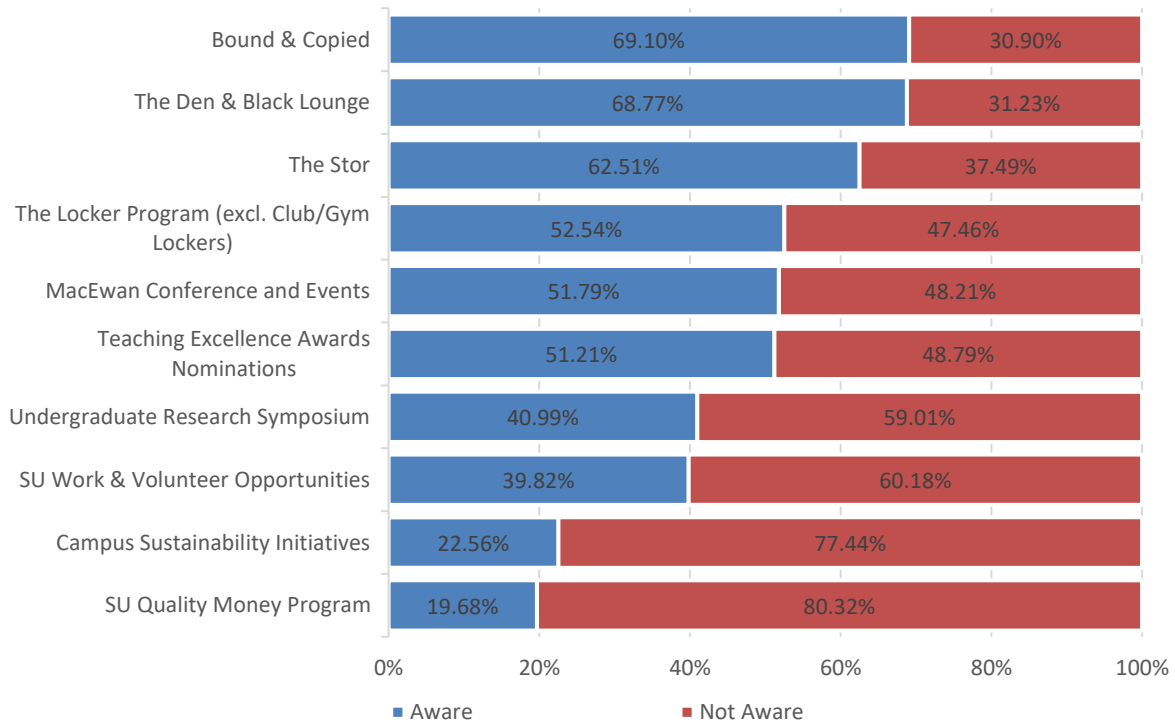
In the below graphic, which shows voting engagement by year of program, the 2021 Survey sees a clear pattern of first-years being least likely to vote or participate in SU elections, while 2nd and above year students remained fairly consistently engaged with SU voting, a pattern consistent with previous SU surveys.

SU Election Engagement by Year of Program

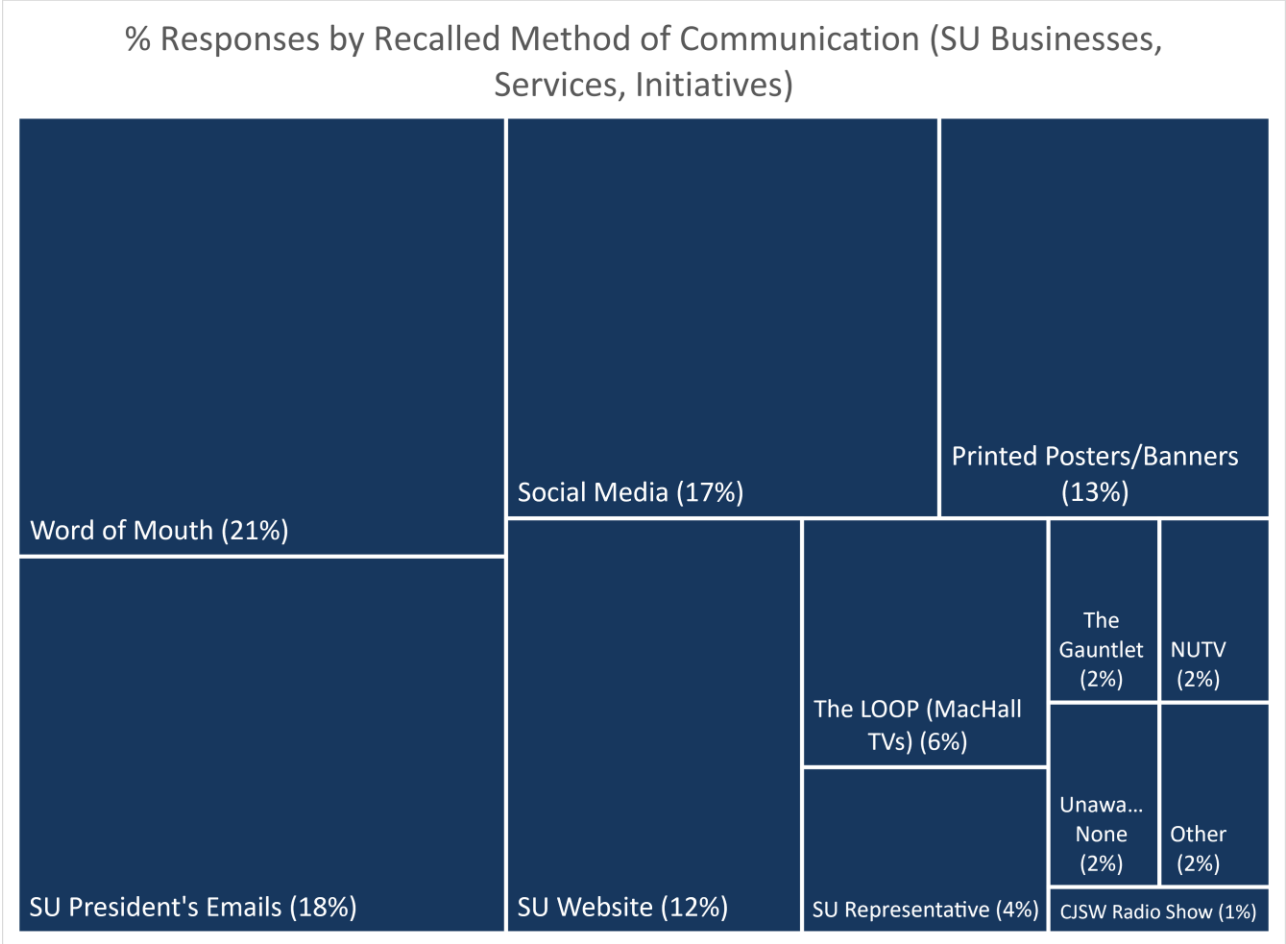


Below, respondents were asked about their awareness of various SU businesses, services and initiatives. The percentage of respondents who were aware of each business, service or initiative are indicated.

Awareness of SU Businesses, Services and Initiatives (%)



The data above indicates a high level of awareness of the SU’s businesses, Bound & Copied, The Den & Black Lounge and the Stor, but lower levels of awareness around the SU’s initiatives such as campus sustainability and the SU’s Quality Money program. This may indicate a need to increase communications surrounding the SU’s campus initiatives, particularly Quality Money and sustainability initiatives.

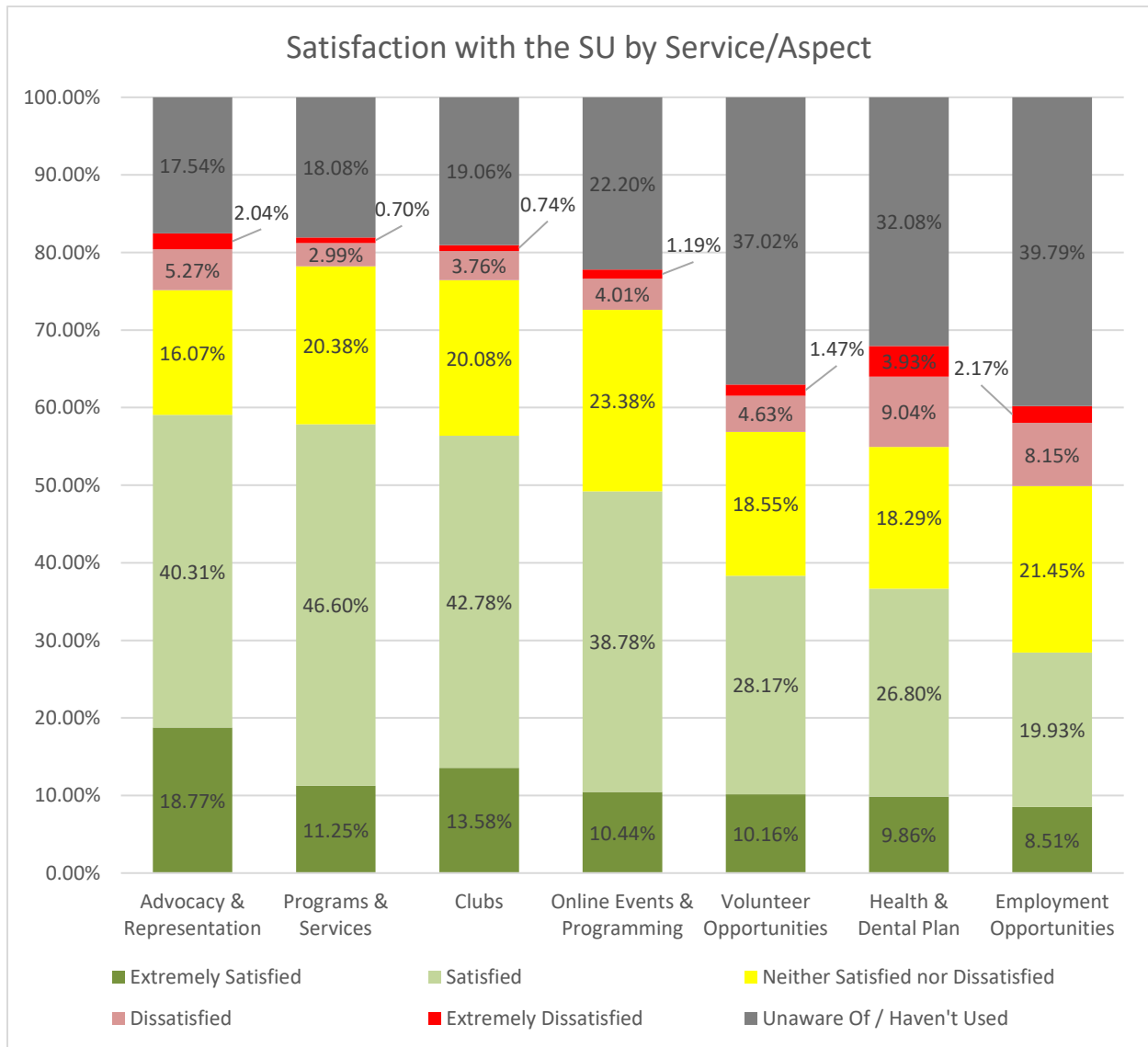


Above, the graphic displays the method(s) of communication respondents remembered learning about SU the businesses, services and initiatives through. Respondents were able to select more than one option. This data shows that word of mouth communication amongst students remains the most effective method by which SU businesses, services and programs are promoted at 21%, followed by the SU President's newsletter-style emails at 18%.

Satisfaction with the Students' Union

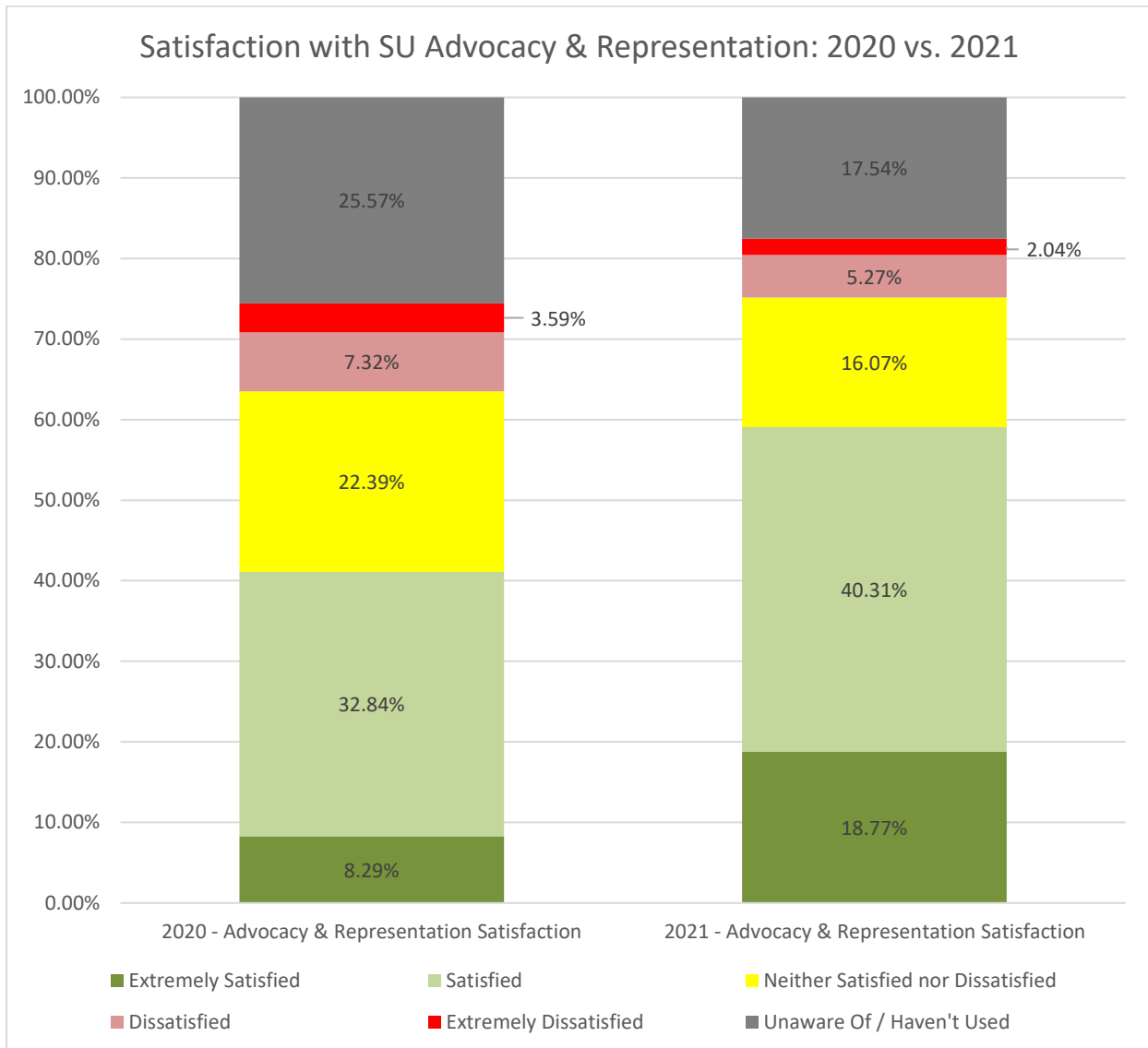
The following graphic displays the distribution of responses from "extremely satisfied" to "extremely dissatisfied" with a number of aspects about the Students' Union. Respondents who indicated they had not used or interacted with, or were unaware of, a certain aspect were grouped together into the "Unaware of / Haven't Used" category.

2021 Satisfaction Overview

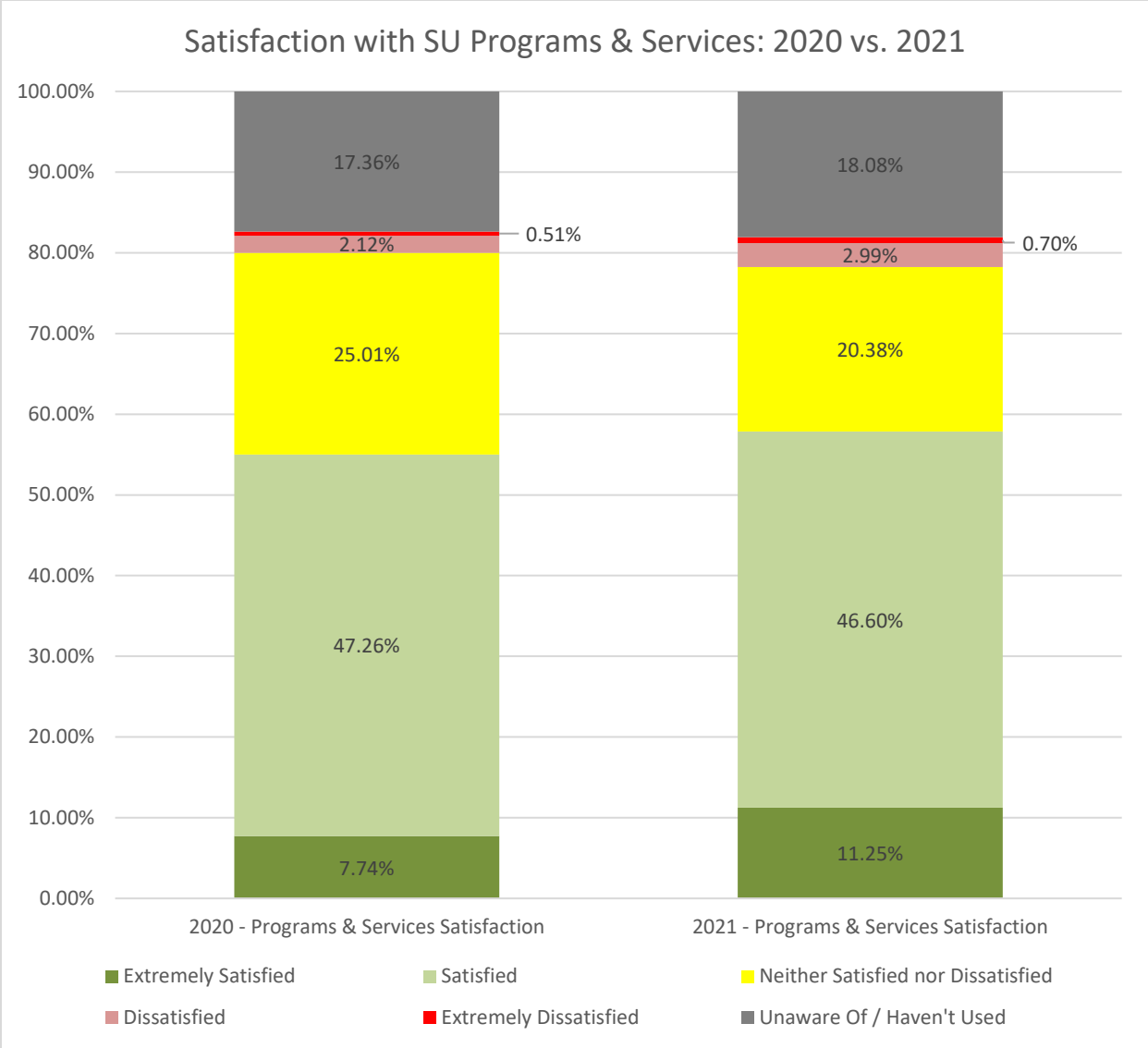


Below, satisfaction level data from the previous year for each aspect is explored in contrast with this year's data, to allow for comparison and evaluation of the SU's performance over time.

2020 vs. 2021 Data Comparison - Breakdown



The 2021 Survey saw a significant increase in satisfaction with the SU’s Advocacy and Representation from the previous year. The extremely satisfied response rate more than doubled, while the satisfied response rate also saw an increase of 7.47%. The awareness of the SU’s Advocacy and Representation work also saw a significant increase of 8.03%. Extremely dissatisfied, dissatisfied and neutral responses all also fell from 2020 to 2021, indicating a clear trend of improvement across the board, in terms of respondents’ satisfaction.

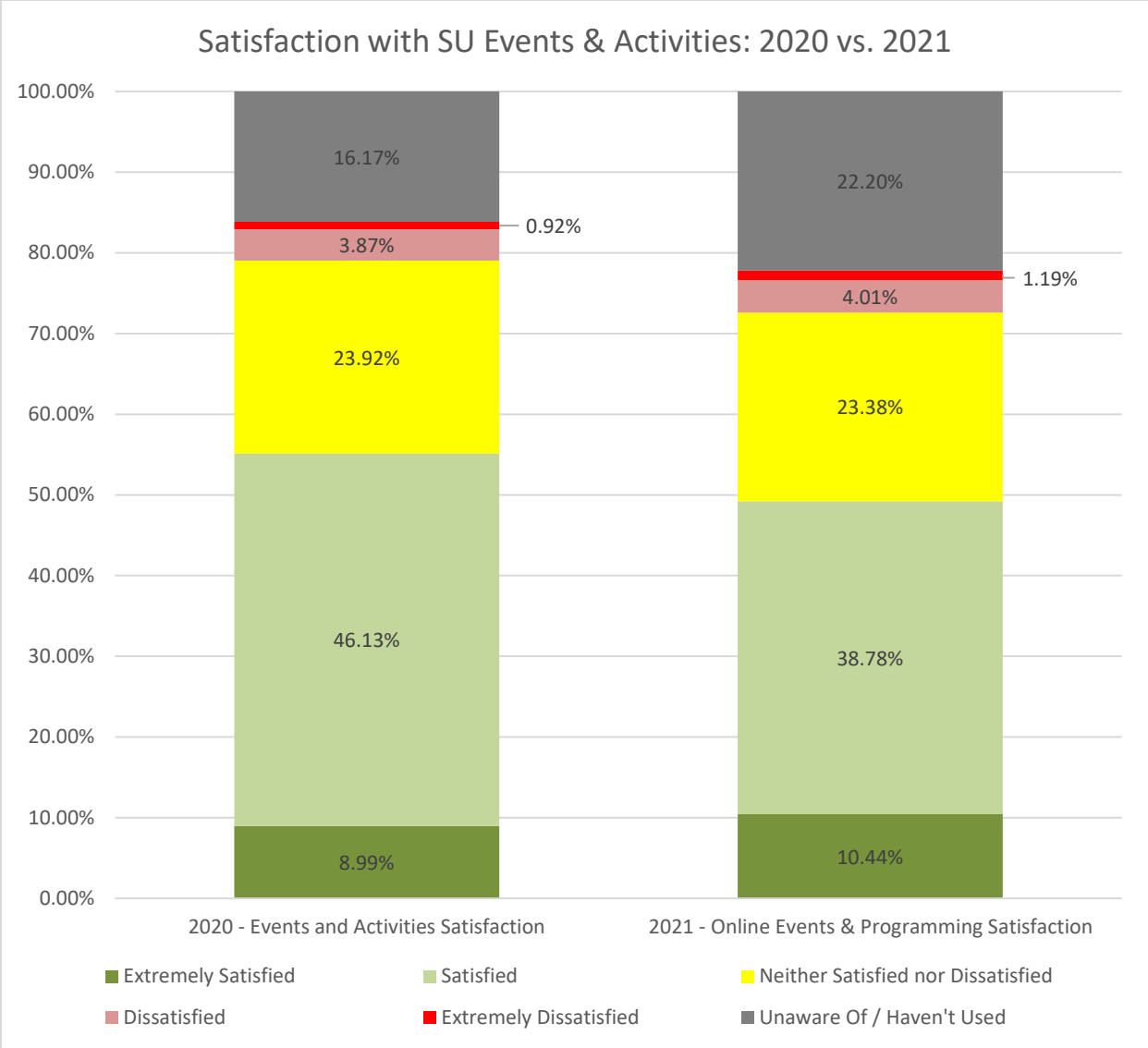


2021 saw a slight increase in satisfaction overall with SU Programs & Services, due to a reduction in neutral responses by 4.63%, which predominantly translated into an increase of extremely satisfied response rates by 3.51%; however, 2021 also saw small increases in dissatisfied/extremely dissatisfied responses. The majority of responses continue to fall into either extremely satisfied or satisfied categories; however, the large share of neutral or Unaware / Haven't Used responses indicates continued room to improve.



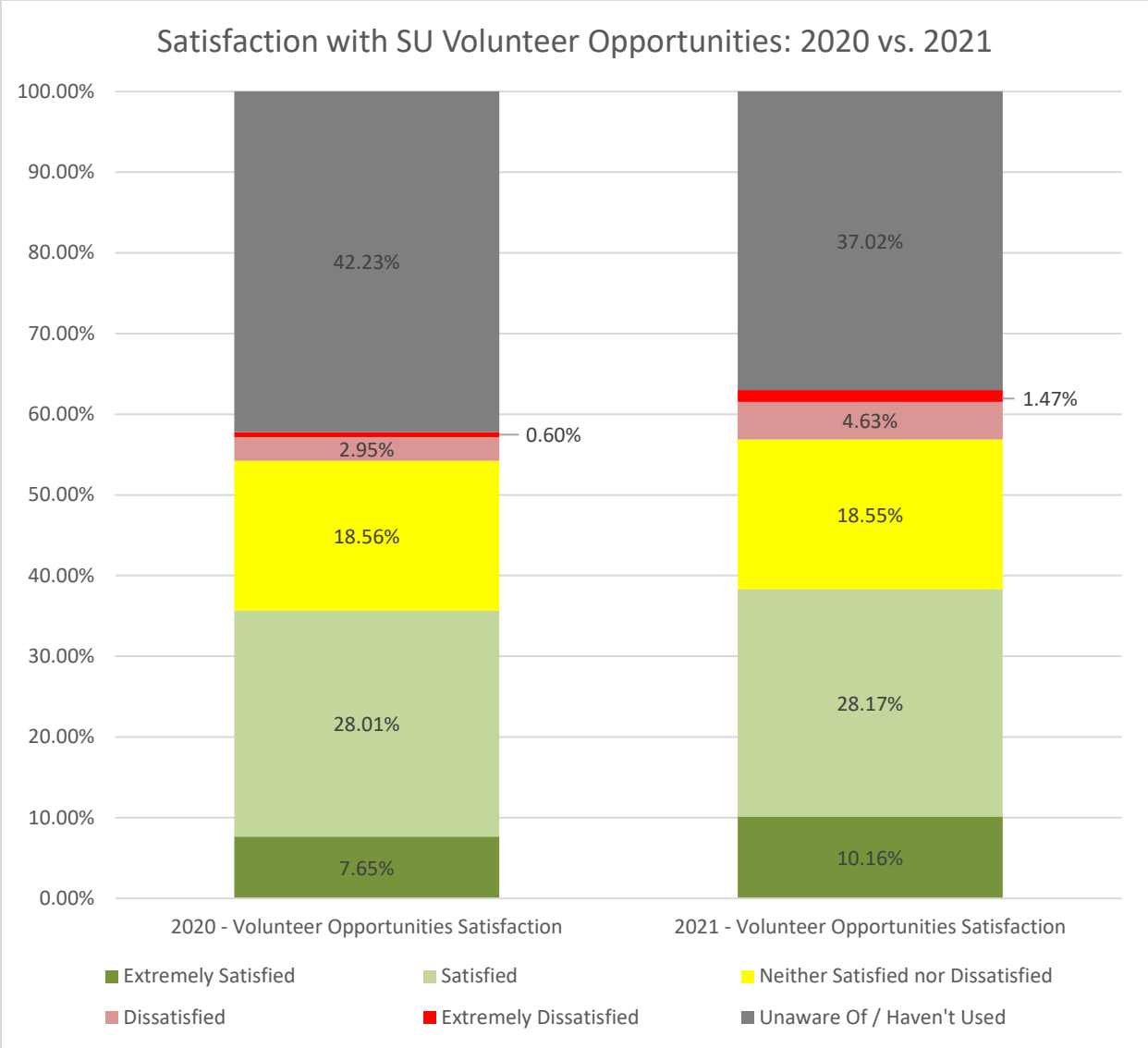
The 2021 Survey saw a slight drop off in satisfaction with SU Registered Clubs overall, despite an increase to extremely satisfied responses. While there was a small increase to dissatisfaction, most of the lost Satisfied responses appear to have translated into Unaware Of / Haven't Used responses, likely due to the detachment from the campus resulting from distance-based learning and the COVID-19 pandemic in the 2020-2021 year. This trend should be monitored in the 2022 Survey to see whether satisfaction improves following the expected return to in-person learning on the UCalgary campus in the Fall 2021 semester, or if other issues with the SU's Registered Clubs are causing a drop in satisfaction.

The majority of responses continue to fall into either extremely satisfied or satisfied categories; however, the large share of neutral or Unaware / Haven't Used responses indicates continued room to improve.



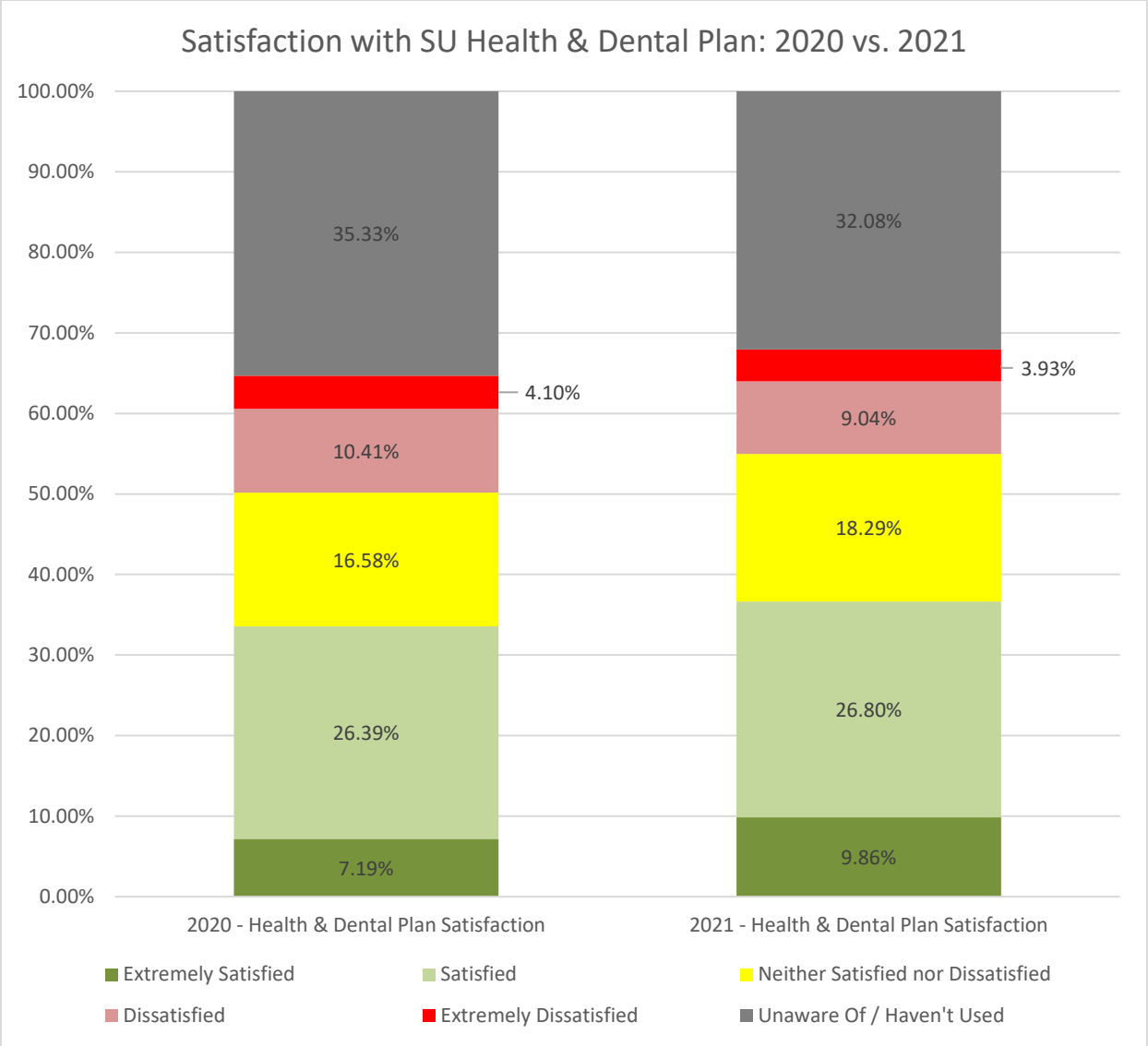
Due to the COVID-19 pandemic, the SU’s events and activities transitioned to almost exclusively online/virtual formats. For this reason, this data comparison is not perfect, and should be assessed with an understanding that there was significant external factors at play in the provision of this service by the SU in the 2020-2021 year. Despite this, general trends in satisfaction with SU Events and Activities remains relatively consistent from 2020 to 2021. Unaware Of / Haven’t Used responses increased by 6.03%, and both dissatisfied and extremely dissatisfied response rates also saw small increases in 2021. While extremely satisfied response rates did increase by a small margin, satisfied response rates decreased.

In 2021, overall satisfaction with SU Online Events & Programming fell below 50%. This trend should be monitored against data from the forthcoming 2022 Survey, to see if this drop in satisfaction is a result of the COVID-19 pandemic and the transition to online/virtual events, or if other factors need to be considered.



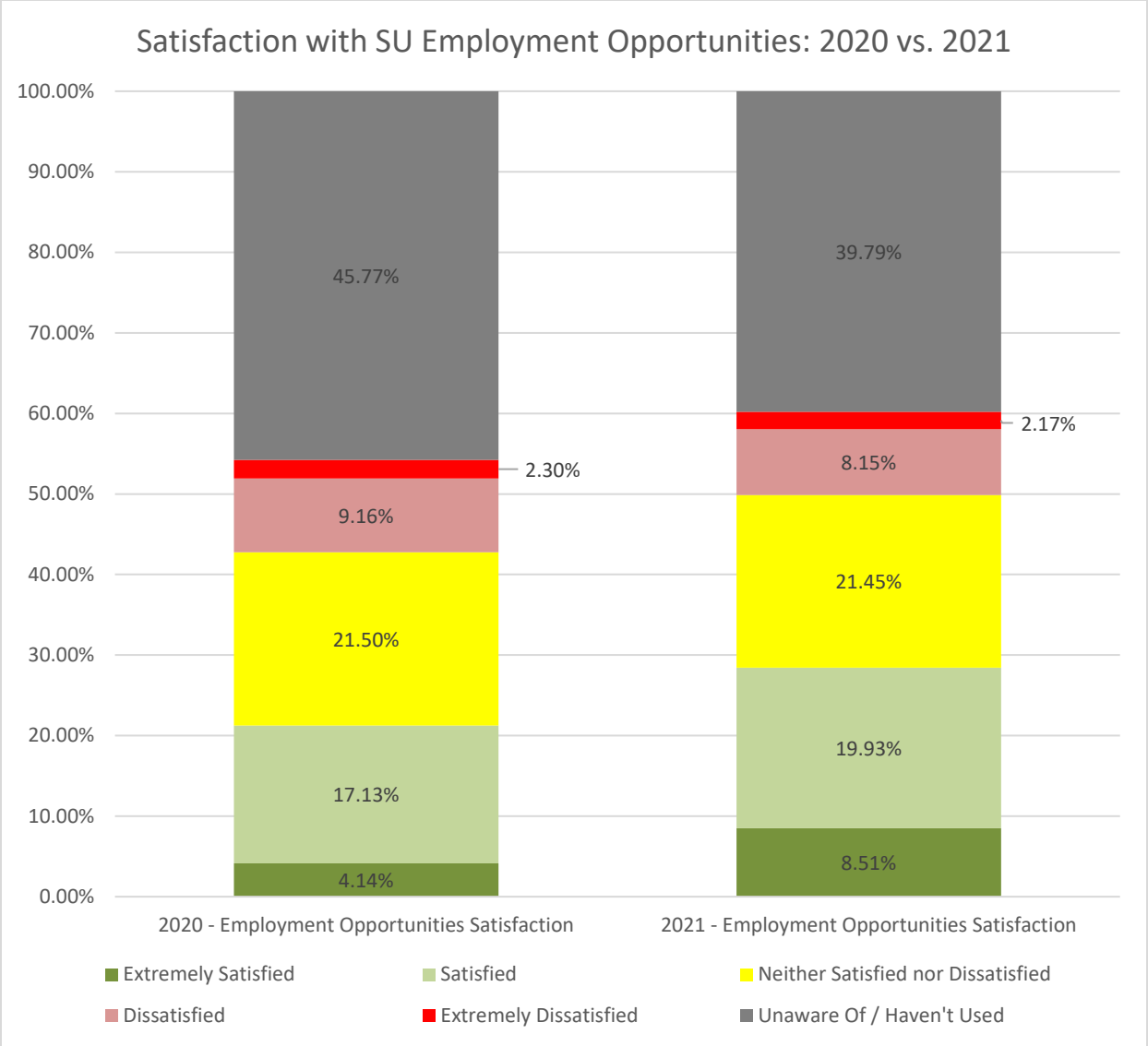
In 2021, general awareness of SU volunteering opportunities increased overall, resulting in minor increases to each response category, with the exception of neutral responses. The largest increases were seen in dissatisfied (1.68% increase) and extremely satisfied (2.51% increase), however, overall trends in the data remained consistent with results from 2020.

An overall increase in satisfaction was observed, however, satisfaction rates remain below 50%, indicating significant room to grow. The SU’s Volunteer Opportunities saw the third-lowest overall satisfaction rate amongst surveyed aspects of the SU.



With one of the lowest overall satisfaction rates, the SU Health & Dental Plan did see a small increase to satisfaction in 2021 from 2020. Response rates of dissatisfied (1.37% decrease in 2021) and extremely dissatisfied (0.17% decrease) both saw small decreases, however, most of the increases to the satisfied categories appears to have come from a 3.25% reduction in Unaware Of / Haven't Used responses, indicating a small increase to awareness of or participation in the Health & Dental Plan.

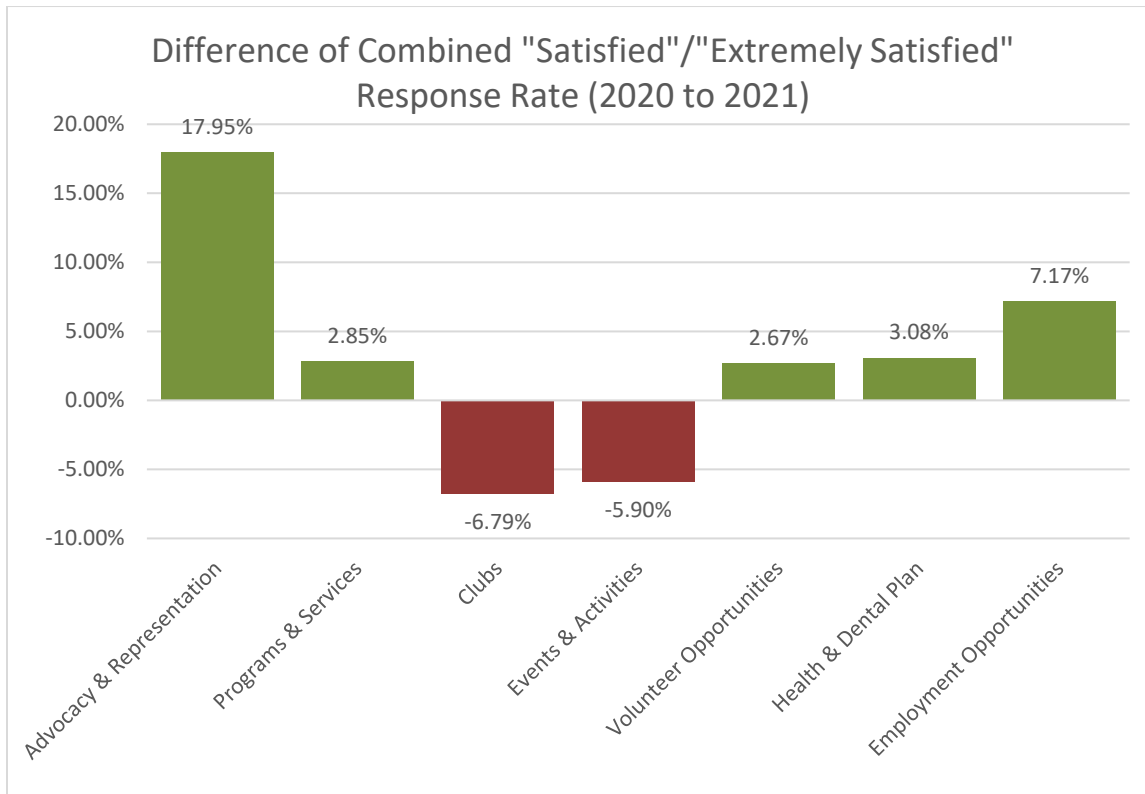
With a combined satisfaction rate of 36.66% in 2021, the SU Health & Dental Plan has the second-lowest overall satisfaction of surveyed aspects and third-highest Unaware Of / Haven't Used response rate.



Despite an increase to overall satisfaction of 7.17%, from a combined total of 21.27% in 2020 to 28.44% in 2021, SU Employment Opportunities maintained its status of the lowest-overall satisfaction rate surveyed aspect from 2020 to 2021. The observed increase to the satisfaction rate appears to have come from every other category, indicating heightened awareness of or participation in SU Employment Opportunities as well as overall satisfaction with them.

Combined Satisfied Response Trends (2020 vs. 2021)

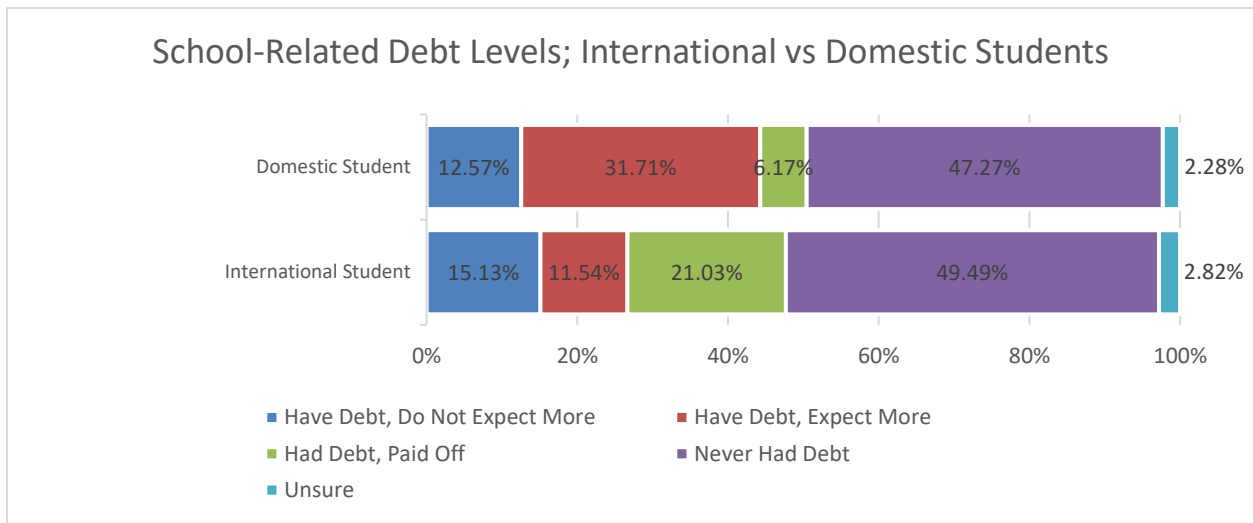
The graphic below provides an overview of the difference in the combined “satisfied”/“extremely satisfied” response rates from the 2020 Survey to the 2021 Survey: positive percentages indicate an increased overall satisfied response rate year-over-year, while negative percentages indicate a decrease in overall satisfaction.



Overall, most aspects saw an increase in satisfaction from 2020 to 2021, with the exception of Clubs and Events & Activities. This may be, at least in part, explained by the COVID-19 pandemic and the transition to distance-based learning. The inability to host in-person events or activities, including club recruitment and the SU’s flagship Clubs Week event in the Fall 2020/Winter 2021 semesters, may have resulted in an overall decrease in participation with the campus community, while the transition to online/virtual activities and events in lieu of in-person ones may have reduced overall satisfaction rates.

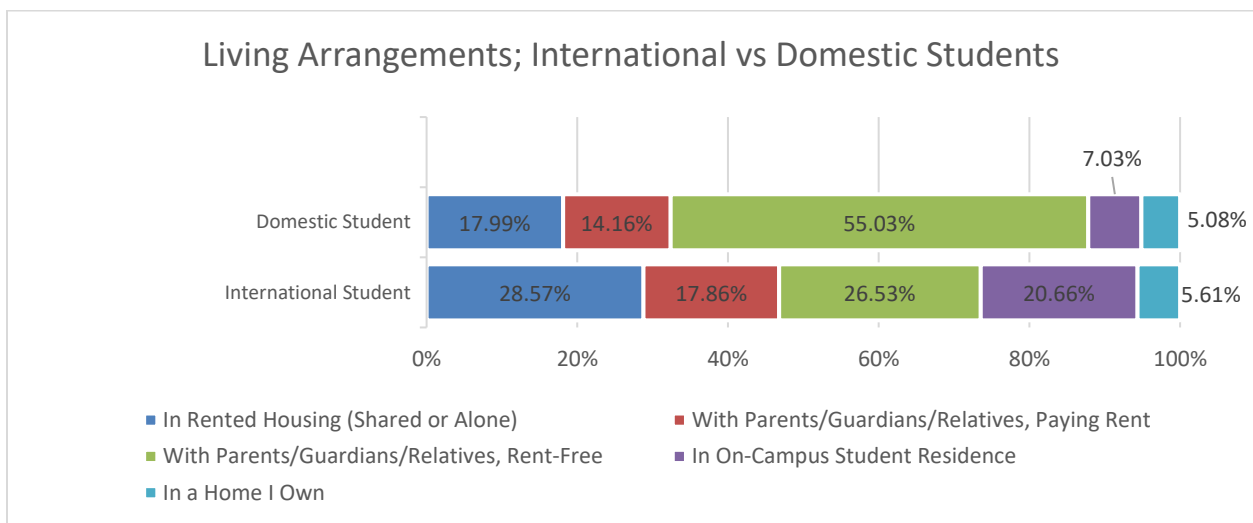
With the expected transition back to primarily in-person learning beginning with the Fall 2021 semester, data from the 2022 Survey should be compared against these trends to monitor whether the COVID-19 pandemic was chiefly responsible for the drop in satisfaction, or if other factors need to be addressed to ensure students’ wants and needs are being met and the SU’s offerings continue to improve.

International Student Analysis

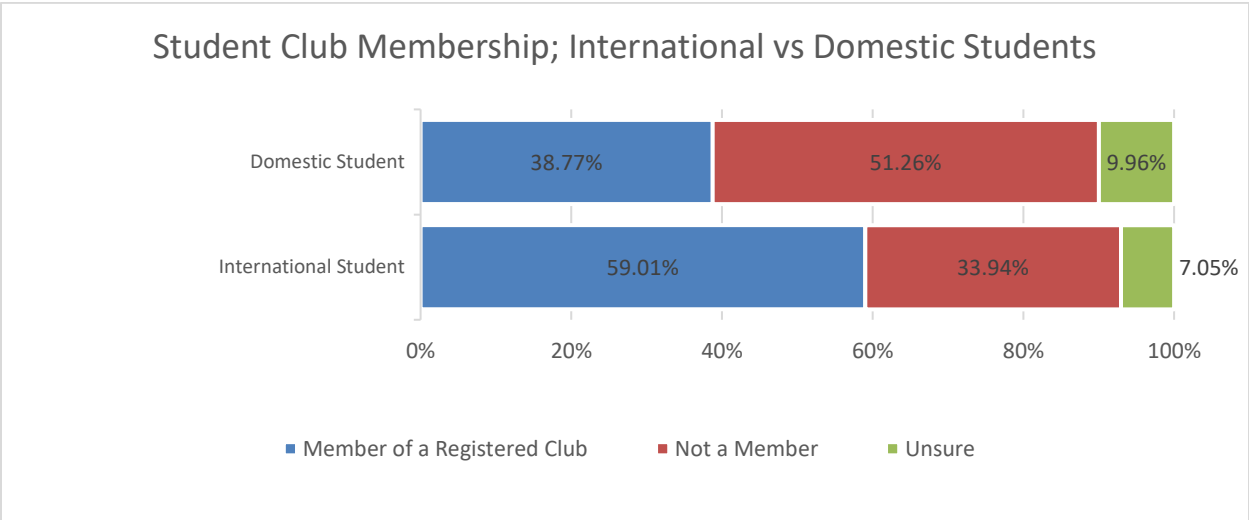


Despite higher tuition costs for international students, of whom 26.7% currently have school-related debt, an overall higher percentage of domestic student respondents (44.3%) indicated that they currently have school-related debt.

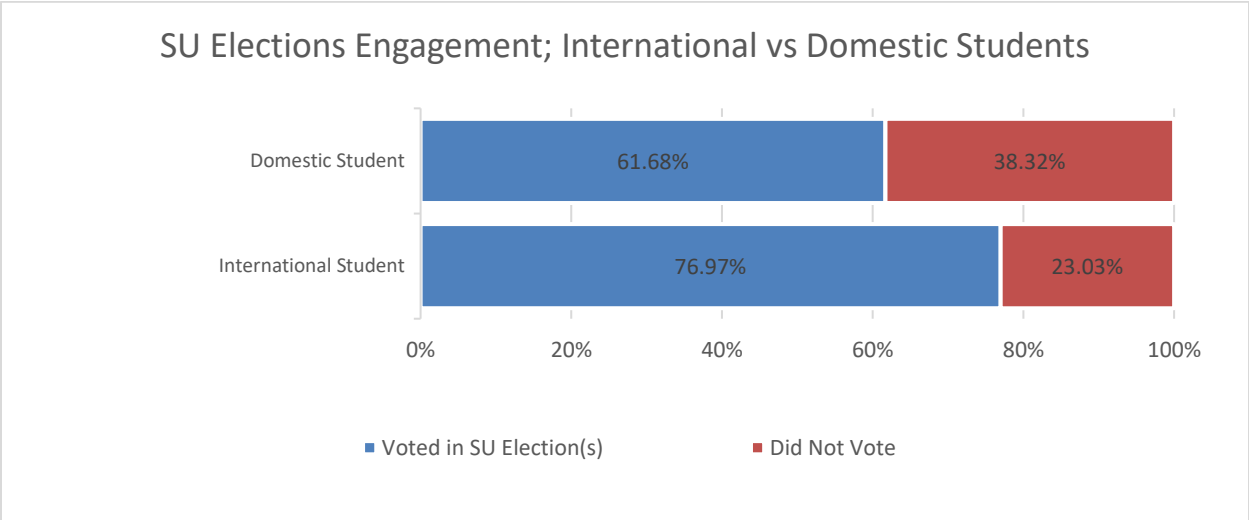
This may be due to easier access to or availability of financial aid for domestic students when compared to student aid programs in international students' origin countries. International students are also considerably more likely to have had school-related debt but paid it off while still in school at 21.03%, compared to only 6.17% of domestic students.



Naturally, domestic students are much more likely to live rent-free with parents/guardians/relatives; however, a sizeable portion of international students (26.5%) also live rent-free with relatives. International students are much more likely to live on-campus (20.7%) or in off-campus rented housing (28.6%) than domestic students are. Home ownership is roughly equal between international and domestic students.



Compared with domestic students, international student respondents are more likely to be involved in a student club on campus by 20.25% (a recurring trend, but by a larger margin with only a difference of 4.9% in 2020). Differentiating from 2020’s results, domestic students are also more likely to be unsure if they are a member of a student club. The COVID-19 pandemic may have made communications between students and clubs more challenging leading to greater confusion amongst domestic students, or perhaps international students received improved communications about club memberships and how they operate compared to the previous year.



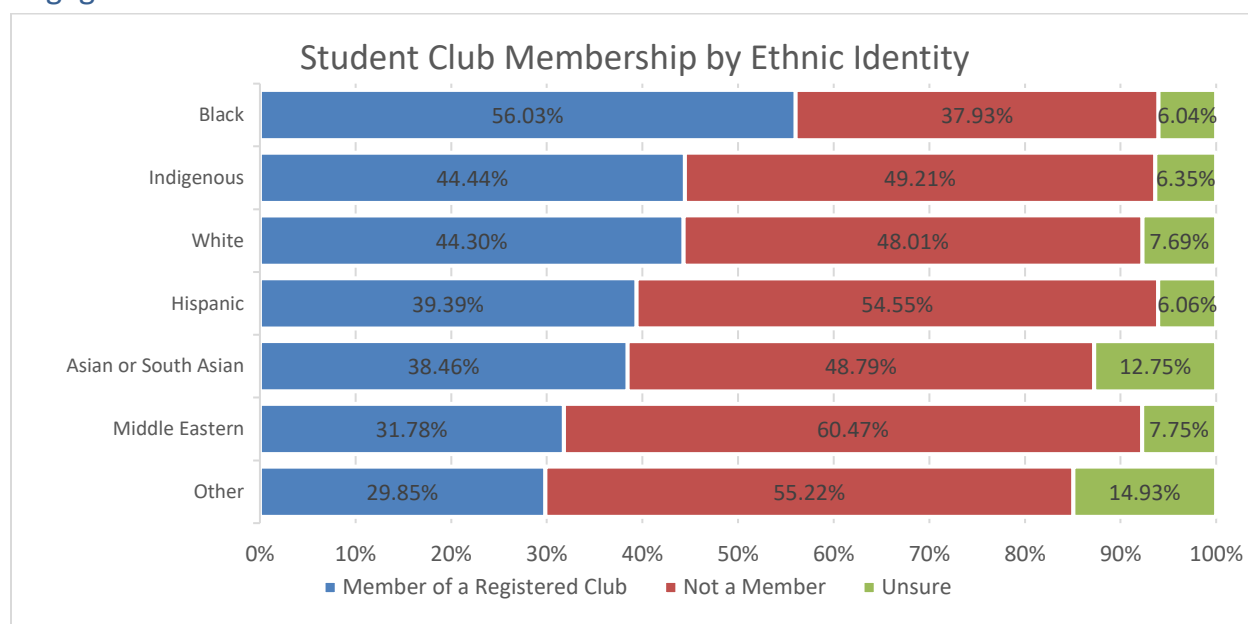
In addition to the higher participation rate in SU registered clubs, international student respondents were also more likely to have voted in either March 2020 SU General Election or October 2020 SU By-election by 15.3%.

Ethnic Identity and Experiences with the Students' Union

For the first time in the 2021 Annual Survey, the SU collected data on respondents' ethnic identities to allow for analysis of the effectiveness of programs, services, and advocacy that aligns with the SU's [Equity Diversity and Inclusion Advocacy Policy](#), first passed by the Students' Legislative Council in March 2020. By cross-tabulating the results of survey questions with respondent's demographic responses, the SU is better able to ensure that its governance, advocacy and operations effectively serve all undergraduate students at the University of Calgary. Further, this analysis enables a greater awareness and understanding of barriers to diversity and inclusion, so that work can be done to address and mitigate those barriers. The SU seeks to be a welcoming, inclusive environment for all undergraduate students.

Respondents who indicated "prefer not to specify" for ethnic identity have been omitted.

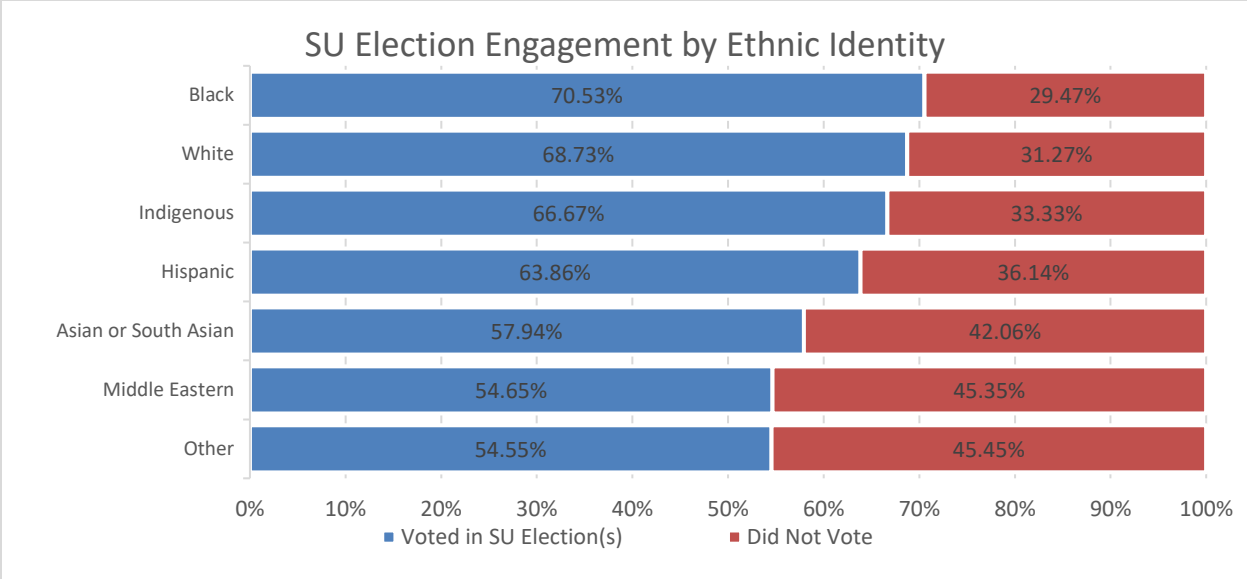
Engagement



The graphic above shows the percentage of respondents that are members of an SU Registered Club by their self-identified ethnicity. Black respondents were the most likely to be involved with an SU Registered Club, and also had the lowest percentage of "Unsure" responses, indicating a strong understanding of the clubs system amongst Black respondents. Indigenous and white respondents shared in above-average membership rates in SU Clubs.

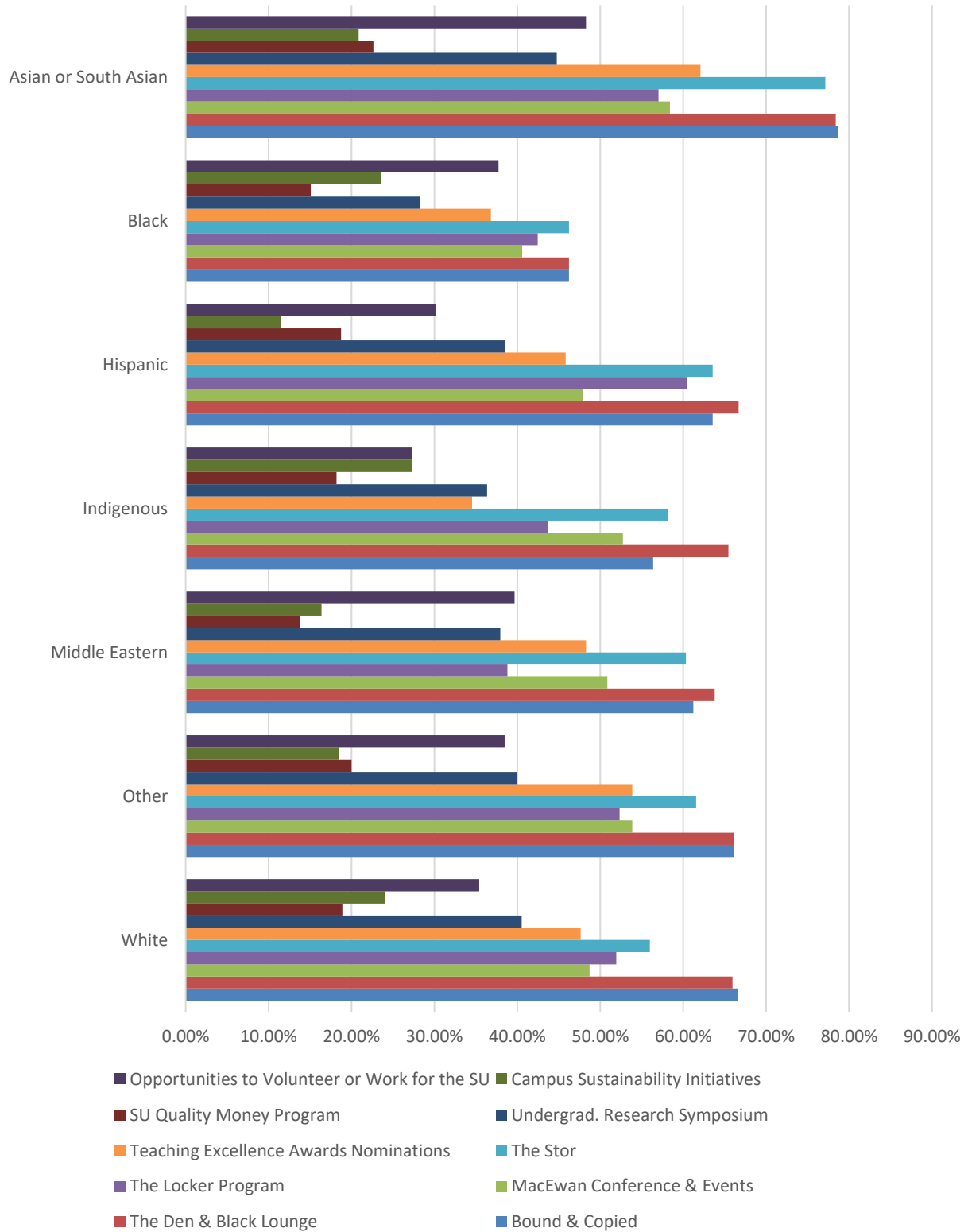
Middle Eastern respondents as well as those who identified with other ethnicities had the lowest club membership rates. Asian or South Asian respondents and respondents of other ethnicities had the highest "Unsure" response rates.

With a difference of 26.18% between the most highly engaged respondent group and the least, a significant difference in engagement rates with SU Clubs can be observed via stratification of the data by the ethnic identity of respondents.



When reviewing engagement rates with the SU Elections, a total difference between the most highly engaged respondent group (Black respondents, with 70.53% having voted in an SU election in 2020) and the least (Other ethnic identities, 54.55% voted) of 15.98%, a smaller difference is observed than in engagement with SU Clubs. However, this is still a significant gap in engagement rates across respondent groups.

Awareness of SU Businesses, Services and Initiatives by Ethnic Identity



As shown above, awareness levels of various SU businesses, initiatives and services are assessed across different respondent groups stratified by ethnic identity. Trends across individual businesses, initiatives or services can be assessed within the graph. Cumulative awareness rates (the sum of awareness rates across all points within the respondent group series) provide a broad-based insight into the general awareness of the SU’s offerings within respondent groups.

Despite high levels of engagement with SU Clubs and Elections, Black respondents had the lowest cumulative awareness (363.21 cumulatively, of a theoretical maximum of 1,000.00 with 100% awareness of all 10 surveyed businesses, services and initiatives). Asian or South Asian respondents had the highest cumulative awareness (548.16), with all remaining respondent groups falling between 419.99 for Indigenous respondents and 470.77 for Other ethnic identities.

The cumulative awareness rates of SU Businesses, Services and Initiatives for each ethnic identity respondent group is summarized in the table below.

Ethnic Identity	Cumulative Awareness¹ Rate, All Surveyed SU Businesses, Services & Initiatives [Highest to Lowest]
Asian or South Asian	548.16
Other	470.77
White	455.60
Hispanic	446.88
Middle Eastern	431.03
Indigenous	419.99
Black	363.21
¹ <i>Cumulative Awareness</i> is calculated as the sum of the percentage of respondents aware of each surveyed SU business, service and initiative within the given ethnic identity response group. The theoretical maximum cumulative awareness is 1000.00, which would indicate 100% of respondents within a response group being aware of every surveyed SU business, service and initiative.	

Satisfaction with the SU

To compare satisfaction rates with various aspects of the SU by ethnic identity respondent groups, responses of “Extremely Satisfied” and “Satisfied” have been combined for this section, to indicate an overall satisfaction rate within each response group.

The data in this section provides an overview of the degree to which each respondent group is satisfied with various aspects of the SU but excludes data from those who indicated “Prefer not to say” for their ethnic identity, and responses of neutral, dissatisfied, extremely dissatisfied, as well as those who have not used or interacted with, or who were unaware of, the surveyed aspects for each question. This affords a more concise insight into which respondent groups are most highly satisfied with each aspect of the SU and which groups are least satisfied.

The cumulative satisfaction rate (the sum of the percentage of respondents from each response group who indicated “extremely satisfied” or “satisfied” across all surveyed aspects of the SU) amongst each ethnic identity respondent group is explored in the table below.

Ethnic Identity	Cumulative Satisfaction¹ Rate, All Surveyed Aspects of the SU [Highest to Lowest]
Black	345.30
White	337.14
Middle Eastern	318.18
Asian or South Asian	309.50
Indigenous	303.87
Hispanic	285.83
Other	256.72

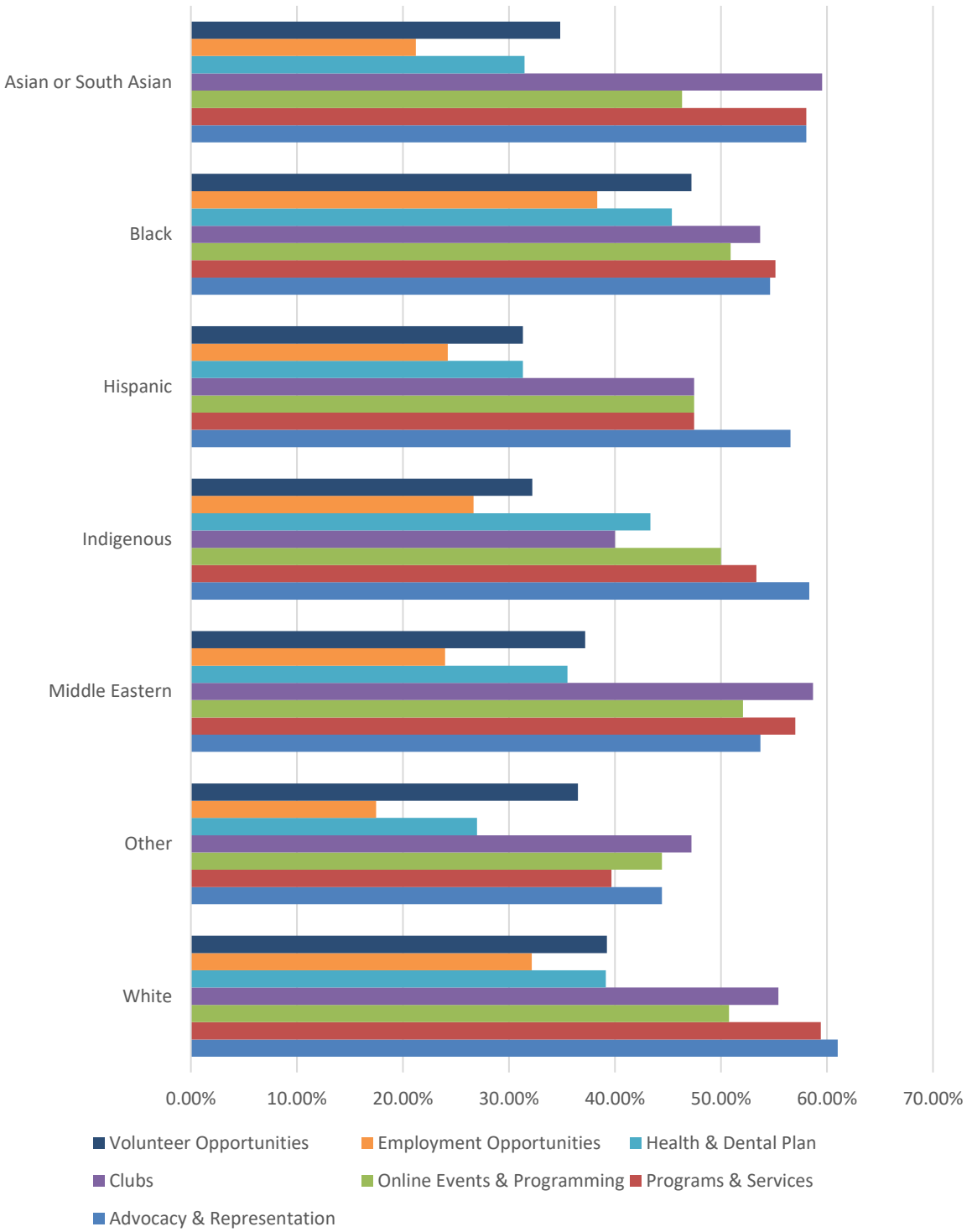
¹ *Cumulative Satisfaction* is calculated as the sum of the percentage of respondents who indicated they were either “extremely satisfied” or “satisfied” with of each surveyed aspects of the SU within the given ethnic identity response group. The theoretical maximum cumulative satisfaction is 700.00, which would indicate 100% of respondents within a response group indicated either “extremely satisfied” or “satisfied” with every surveyed aspect.

A breakdown of satisfaction rates across each individual surveyed aspect for each respondent group is further explored in the graph below, where individual comparisons across various aspects can be made.

Black respondents were the most highly satisfied across ethnic identity respondent groups, with a cumulative satisfaction rate of 345.30, with white respondents being second-most highly satisfied with a cumulative satisfaction rate of 337.14.

Hispanic respondents and those who identified with other ethnic identities had the lowest overall satisfaction rates (285.83 and 256.72, respectively), indicating respondents from these ethnic identity groups are the least likely to have a satisfactory experience with any of the surveyed aspects of the SU.

Satisfaction¹ with Aspects of the SU by Ethnic Identity



¹Sum of “extremely satisfied” and “satisfied” responses.

END OF REPORT