



SU 2022 ANNUAL SURVEY

Students' Union, University of Calgary

July 2022

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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 2022 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 2021, making it possible to observe changes in student opinion over time.

2,138 undergraduate students at the University of Calgary responded to the survey, representing a 5.9% response rate of the total 36,109 undergraduate students enrolled, as reported by the University's Office of Institutional Analysis (most recent data available was used, from Fall 2021 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 the 2021 Survey.

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 fulltime undergraduate students identifying as women. Arts 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 and 2021. The survey saw a slight drop in international student responses from the 14.9% in 2021, at 13.69% this year, however this remains higher than years prior to 2021.

Satisfaction with the SU saw a large decrease in satisfaction, with a major increase in students indicating they have not used or interacted with certain aspects. SU Advocacy & Representation saw a decrease in combined satisfied response rate of 41.29%, a 17.61% decrease since last year, bringing it from one of the highest-satisfied surveyed aspects, to one of the lowest. Satisfaction with SU Programs & Services and Clubs also continued to decrease. Combined satisfaction with all surveyed aspects saw decrease of 4% from 2021 to 2022.

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. 11 to Feb. 14, 2022. 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.

2,138 undergraduate students at the University of Calgary responded to the survey, representing a 5.9% response rate. The survey response rate decreased by 3.9% since last year, changing the steady improvement we were seeing for the third year in a row (5.2%, 6.0%, 8.6%, 9.8% in 2018, 2019, 2020, and 2021 respectively). 78.2% of respondents completed the survey, a reduction from 2021's completion rate of 85.4%.

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 Amazon gift cards 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 Amazon gift cards.

Communications

The online survey was open from Jan. 11 to Feb. 14, 2022. 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**

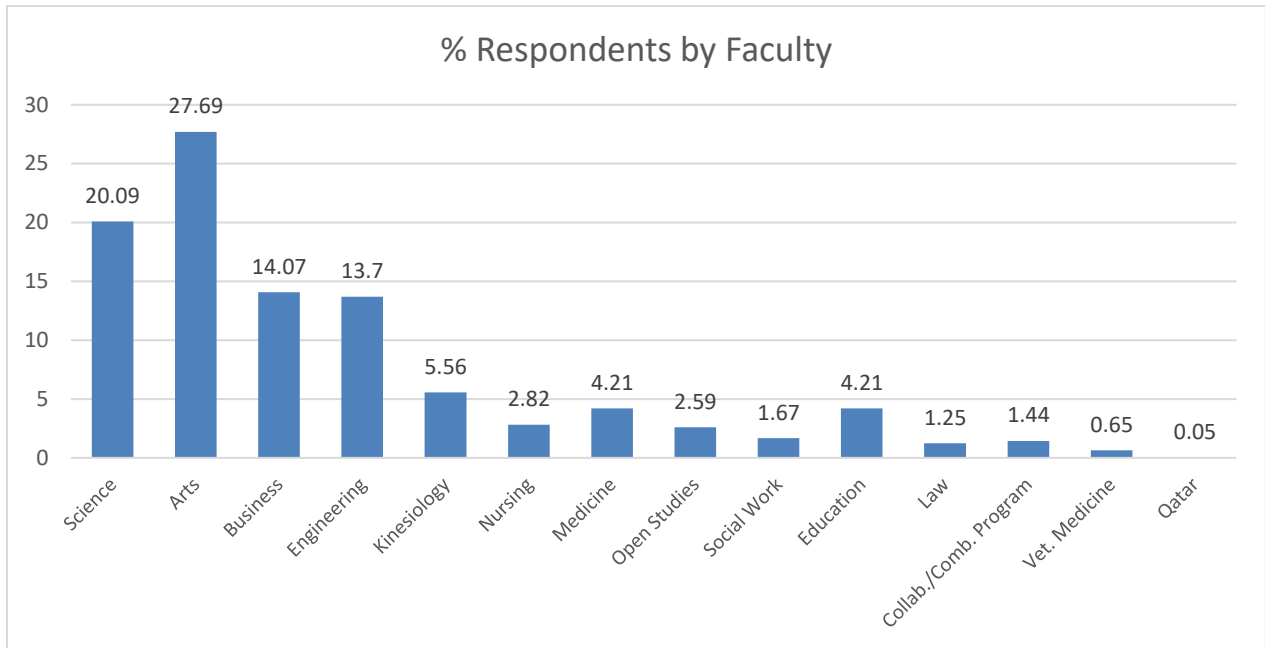
- The email list was extracted from the SU internal list. The total number individuals on the SU contact list is unknown but this is known to be the most up-to-date student list.
- Students received an initial email from the President's email account inviting them to participate in the survey and a subsequent 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.

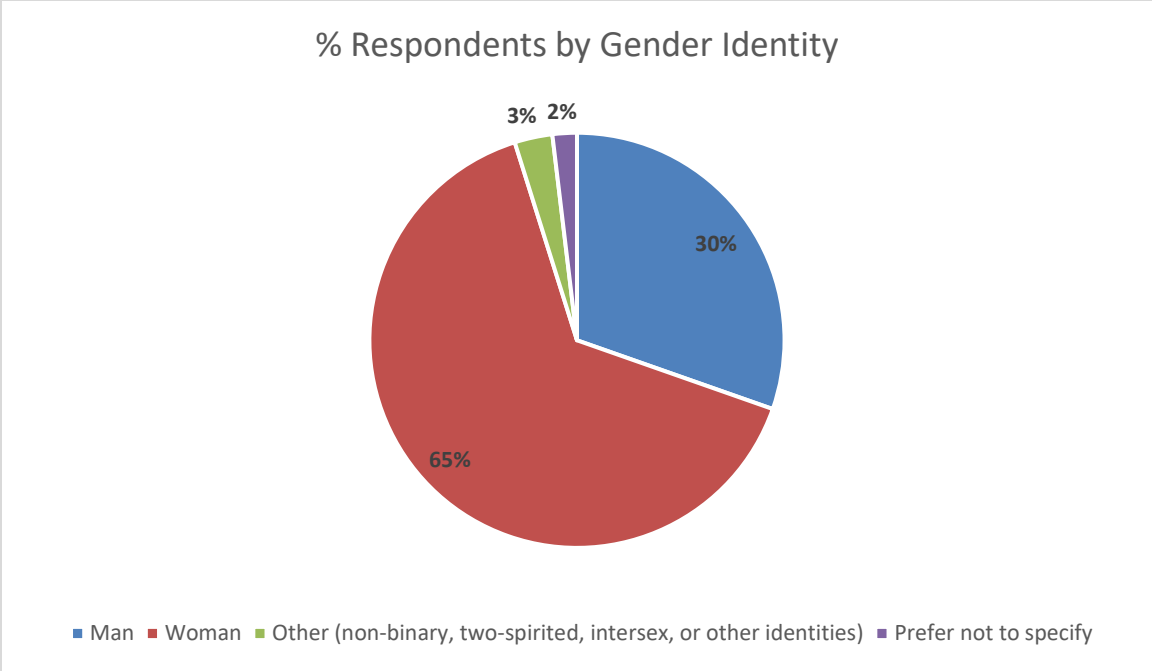
Student Demographics



As shown in the graphic above, most respondents to the 2022 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.

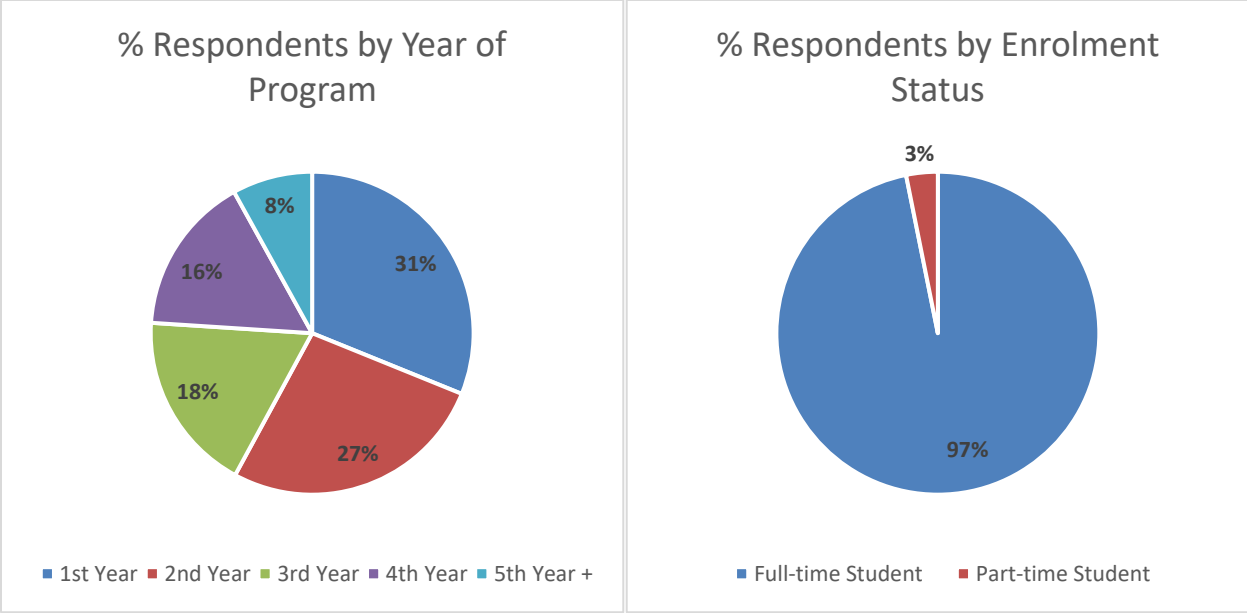
Compared with [actual Fall 2021 enrolment data¹](#) made available from the Office of Institutional Analysis (OIA), students in the Faculty of Arts are the most over-represented in the 2021-2022 SU Annual Survey results (27.69% of responses, versus 30% of enrolment), while students in the Cumming School of Medicine (4.21% of responses, 10.09% of enrolment) and the Schulich School of Engineering (13.7% of responses, 20.87% 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 2021 enrolment data was the most up-to-date provided by the OIA.



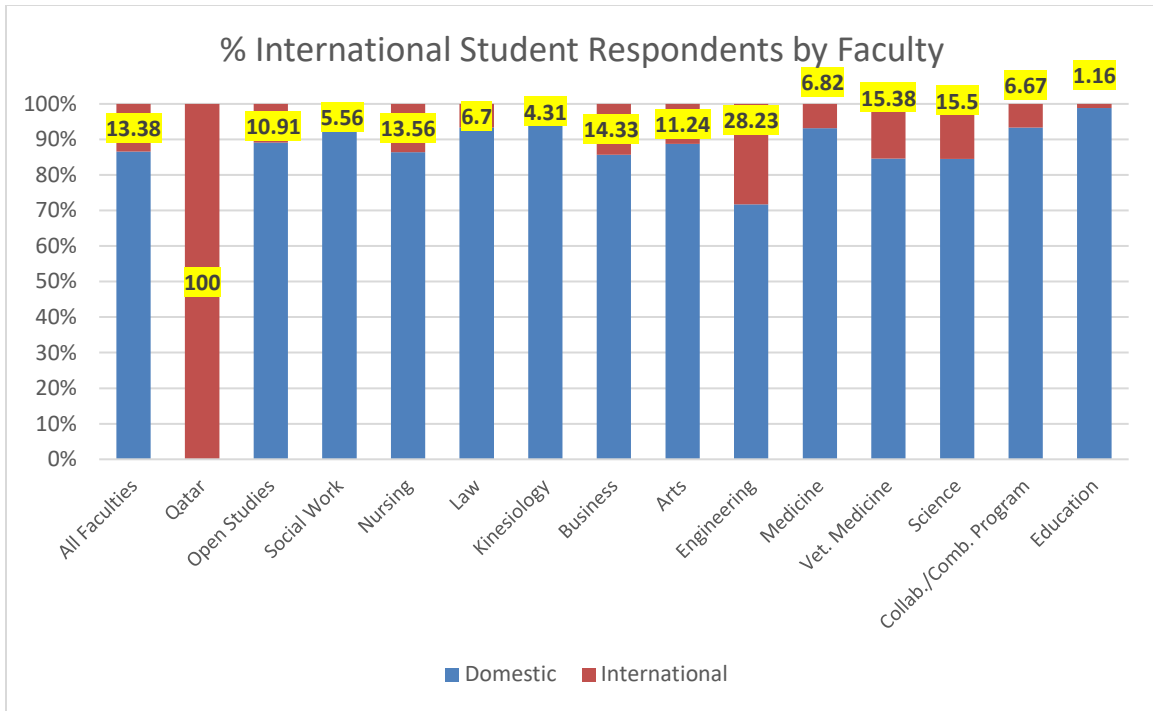
Woman-identifying undergraduates remain the largest share of respondents in the 2022 SU Annual Survey (64.12%): a recurring trend, suggesting a continued heightened level of engagement with the SU in general by female-identifying students. However, the prevalence of women respondents to the survey has declined for the fourth in a row (71.4% in 2019; 69.9% in 2020; 68.9% in 2021).

The 2022 Annual Survey also saw an increase in "Other (non-binary, two-spirited, intersex or other identities)" responses, up from 1.5% in 2020 and 2.2% in 2021. 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.



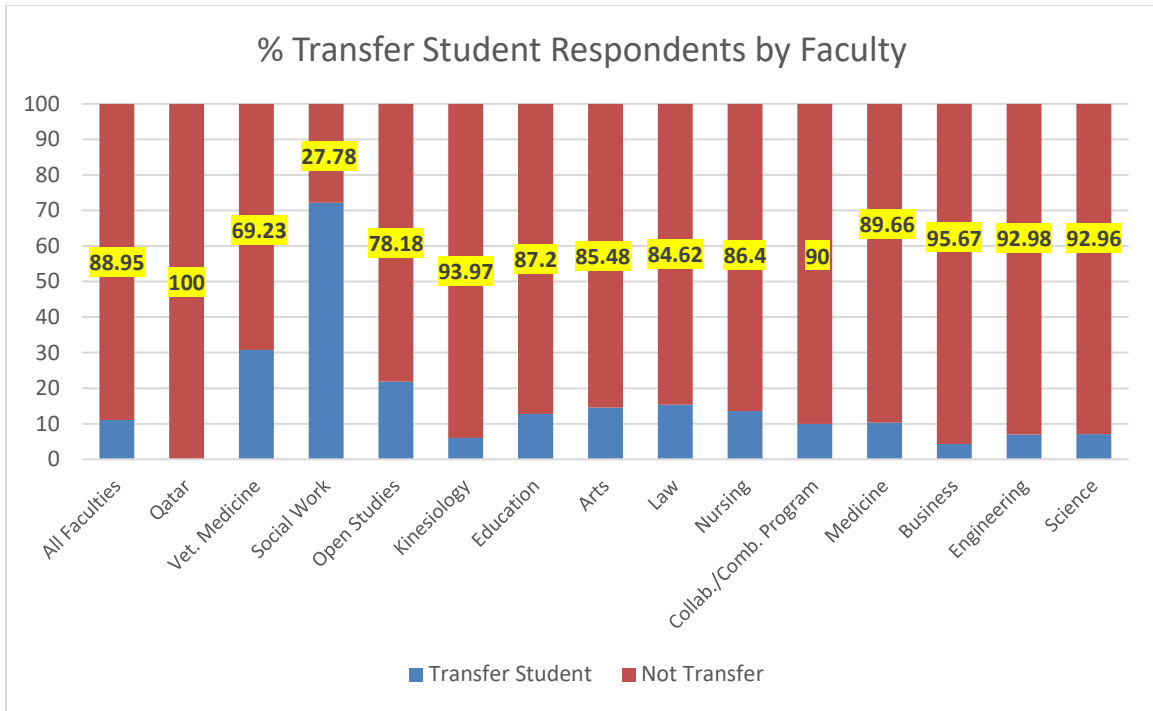
The 2022 Annual Survey saw a roughly equal split of respondents in their first through second years of their programs, with a drop in response rate amongst third- and fourth-year students. There were nearly identical response rates from fifth or higher year of program respondents as there was in the previous year's Annual Survey.

Overwhelmingly, respondents were full-time students, greater than previous years. This survey received a 3.16% part-time student response rate, an under-representation of the actual 8.79% part-time enrolment according to the Fall 2021 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 Engineering 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, consistent with past years. The Faculties of Science, Arts, and the Schulich School of Engineering had the most individual respondents who were international students who can be expected due to the large size of these faculties.

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

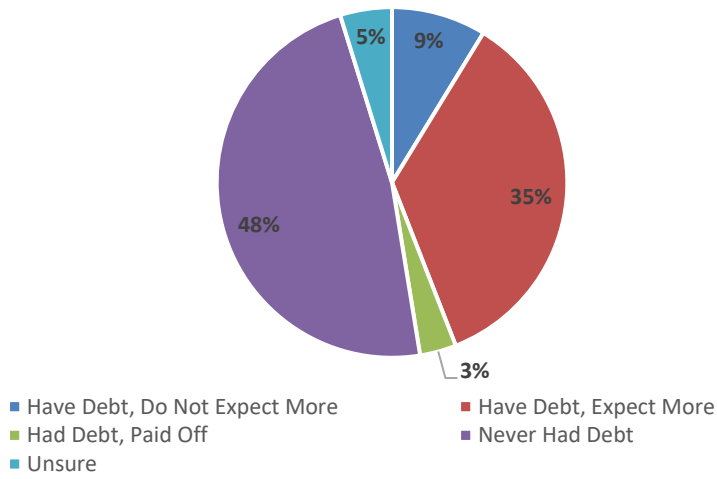


The 2022 Annual Survey saw 11.05% of respondents identify as transfer students from other post-secondary institutions, before beginning their studies at the University of Calgary – a decrease by 5.85% of respondents from 2021.

From within the City of Calgary, 12.90% of transfer students previously studied at Mount Royal University, while 12.44% came from SAIT. Other notable institutions the U of C saw transfer students incoming from include the Universities of Lethbridge (4.61%) and Alberta (5.53%), with respondents also coming from a broad variety of Canadian post-secondary institutions.

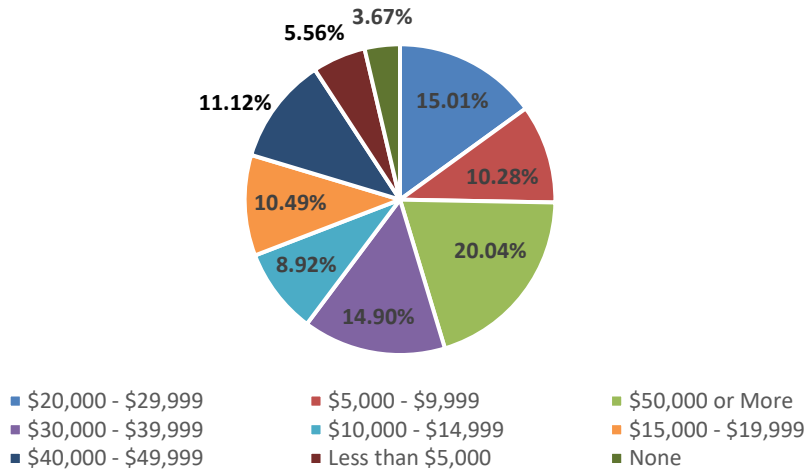
Excluding respondents from the Qatar campus, the Faculties of Veterinary Medicine and Social Work saw the largest portions of respondents identify as transfer students at 30.77% and 72.22%, respectively. Open Studies also has a notable transfer student population at 21.82%, while the Faculties of Business and Science saw the lowest share of transfer-student respondents.

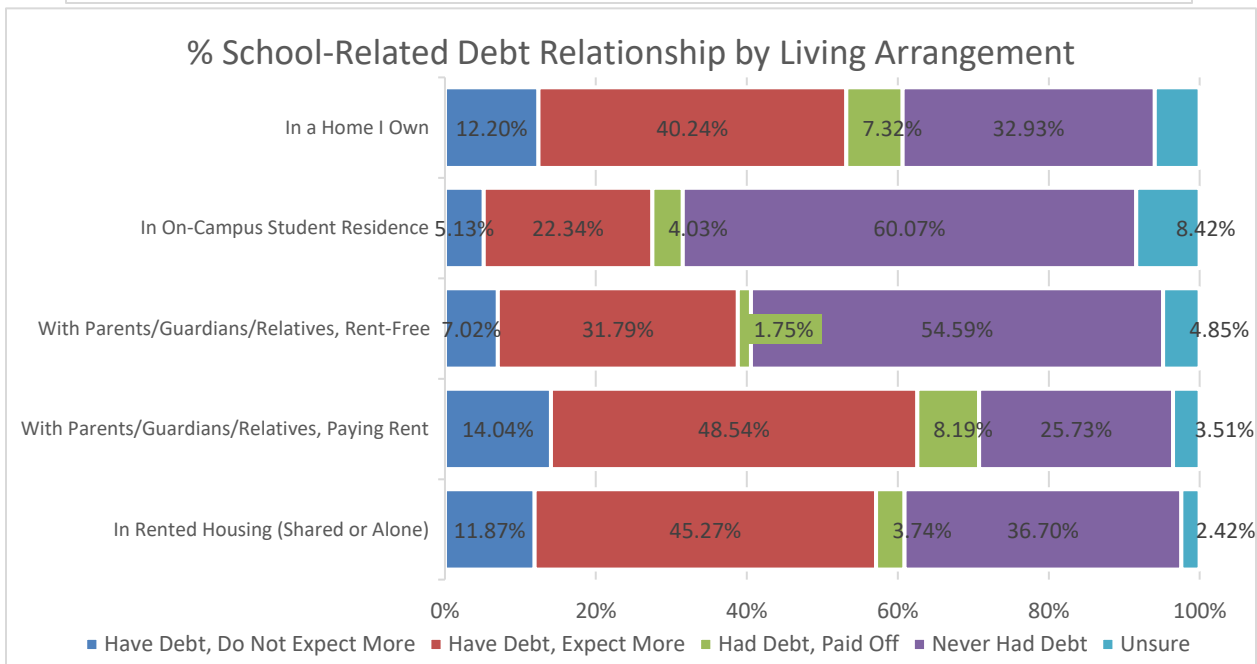
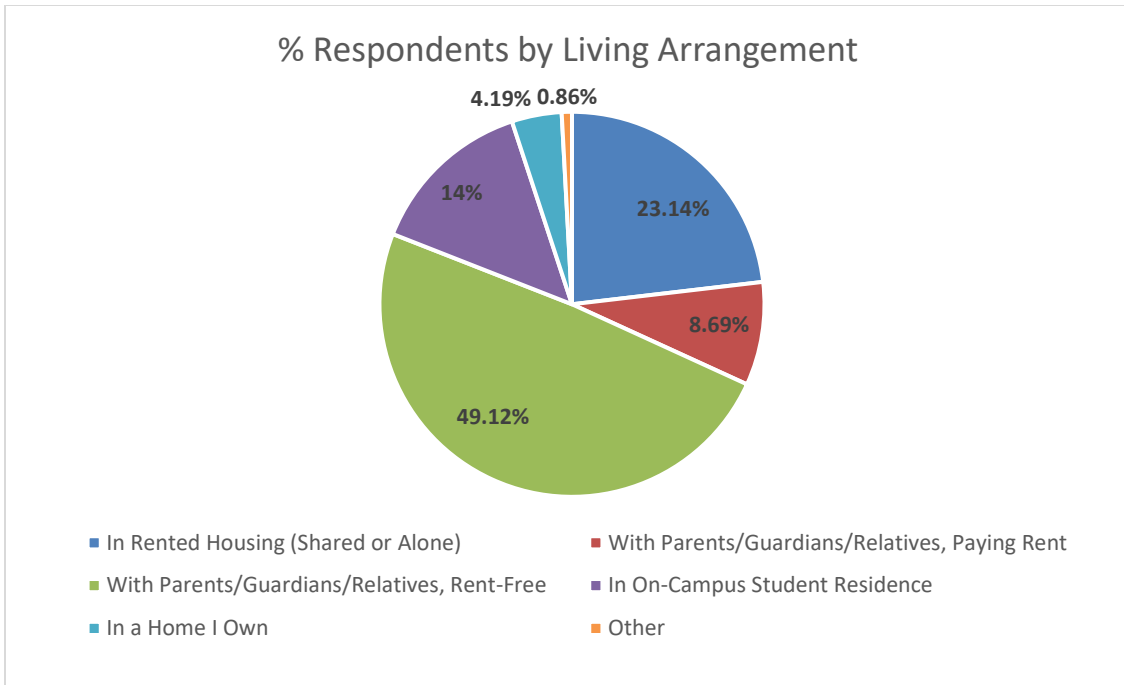
% Respondents by School-Related Debt



Including both students who have never had school-related debt and those who responded, "I don't know," a little over 50% of respondents have no direct relationship with student debt. Of the respondents who have or had school-related debts, the largest share (35.33%) already has, and expects more debt, a significant increase from last year.

% Respondents by Expected Total School-Related Debt Upon Graduation



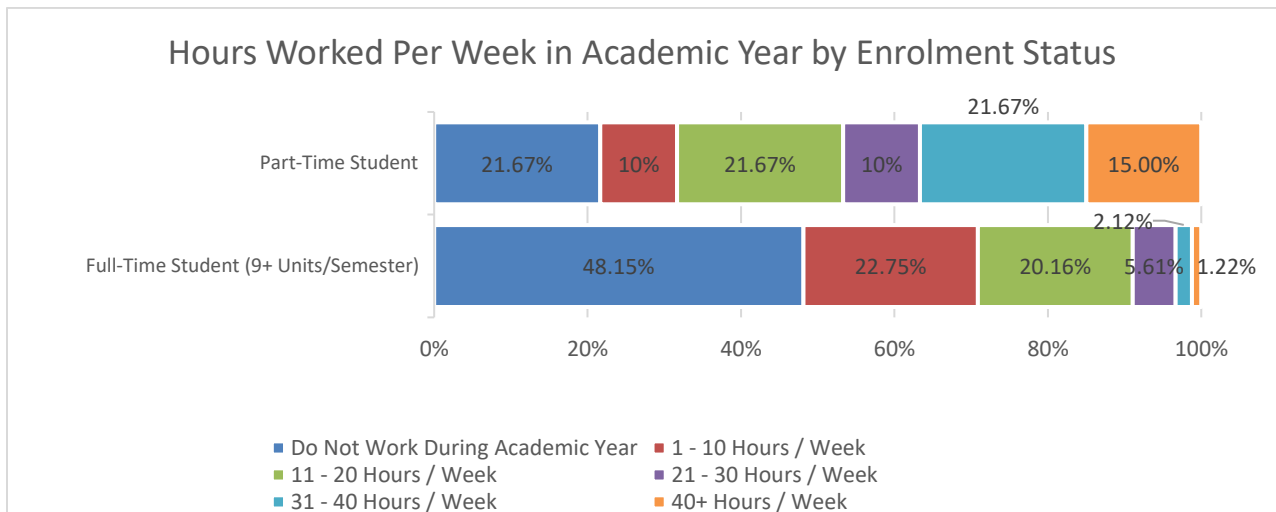
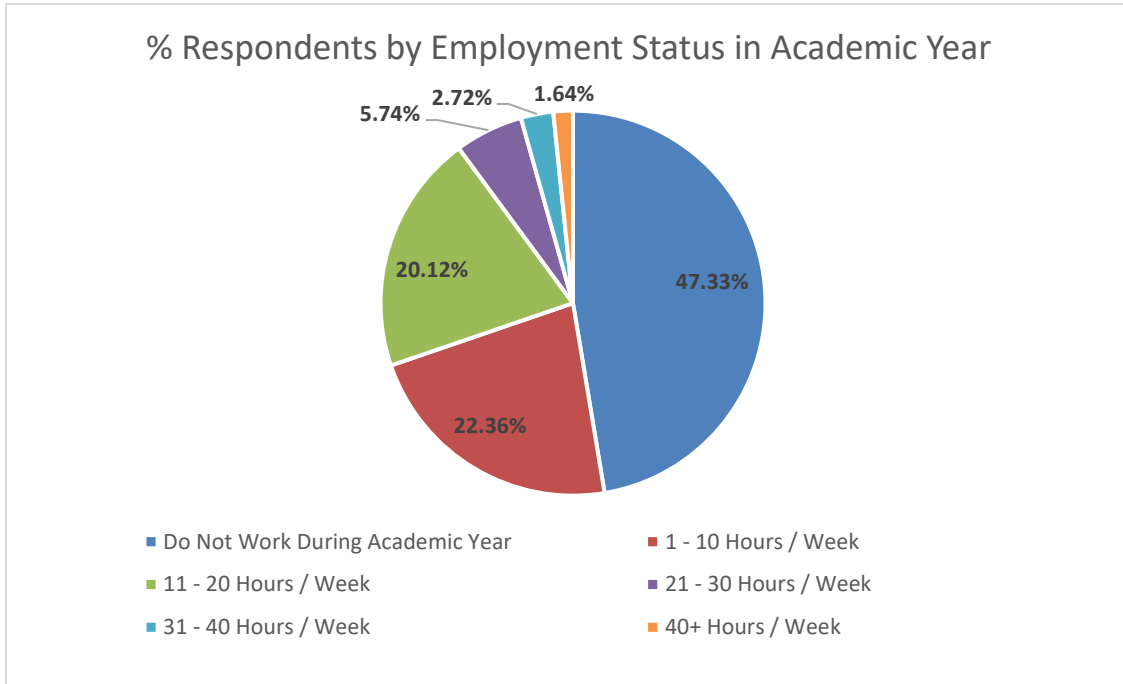


49.12% of all respondents indicated they live rent-free with parents, guardians, or relatives, while an additional 8.69% pay rent to their parents, guardians, or relatives. With 57.81% of respondents living with parents, guardians or relatives off-campus and a total of 86% of respondents living off-campus, the 2022 Survey shows data consistent with the portrayal of the University of Calgary as a "commuter campus;" only 14% of respondents live in on-campus student residence.

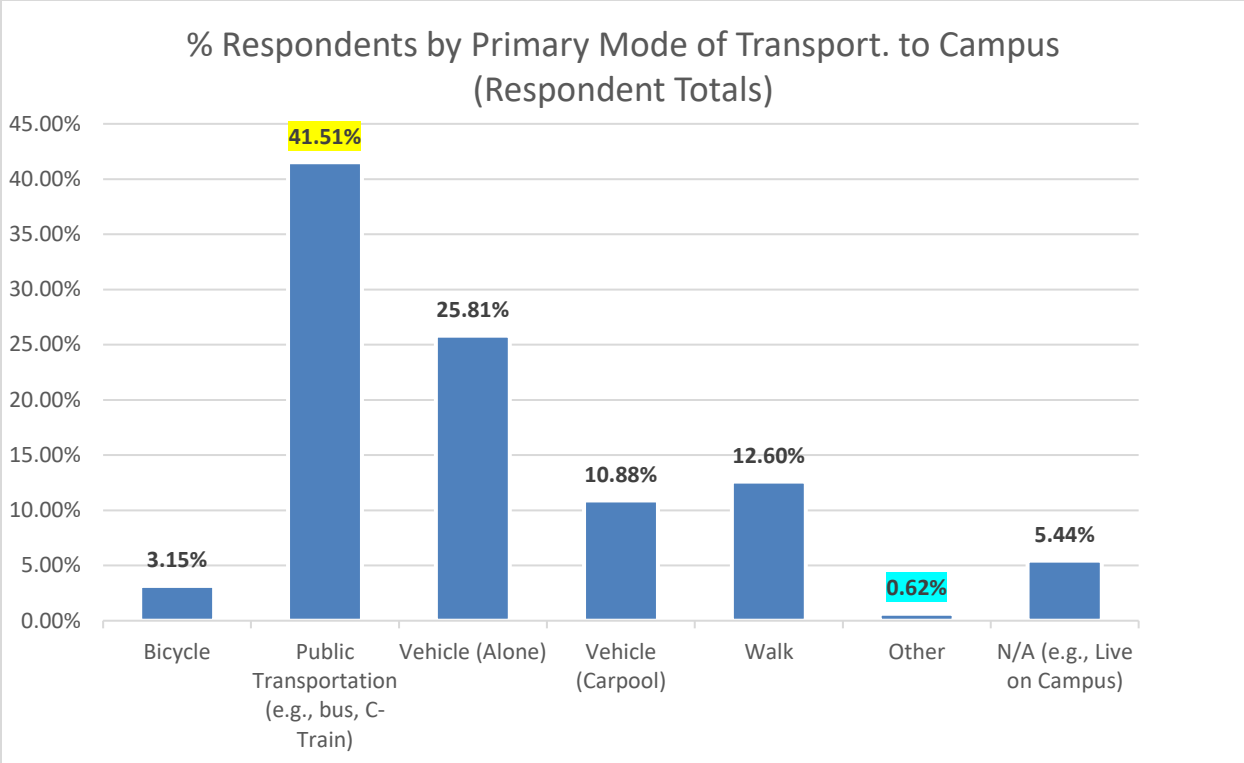
Respondents who live in on-campus student residence or at home with parents/guardians/relatives rent-free were the least likely to have a relationship with school-related debt (60.07% and 54.59% never have

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

During the academic year, 22.36% 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 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.

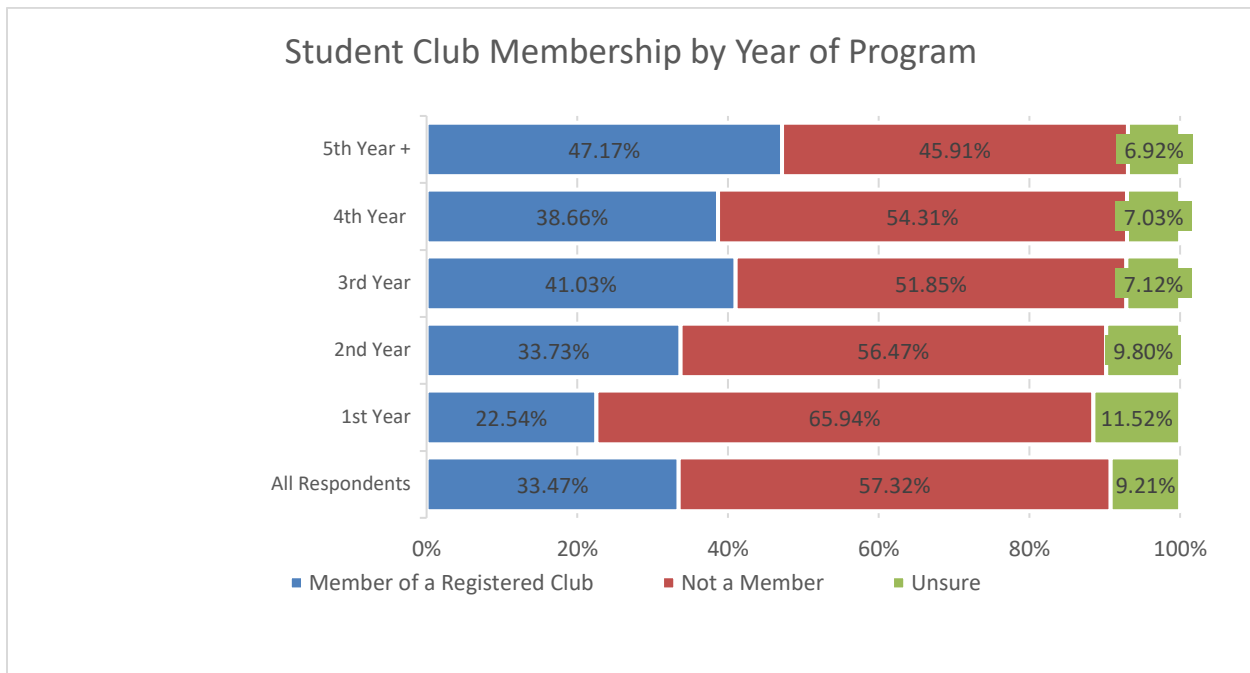


The above graphic displays the percentage of respondents by their primary method(s) of transportation to campus. Respondents were able to select more than one option (such as if their commute consisted of a walk and public transportation), meaning 41.51% of respondents to the question selected public transportation as at least one of their options.

41.51% of respondents identified regular use of public transportation in their commute to campus, a drop from 46.8% in 2021. 25.81% drove to campus alone, while an additional 10.88% drove to campus as part of a carpool. 12.60% walked as part of their commute and 3.15% biked – a significant drop from 30.6% in 2021. 5.44% did not identify a commute (such as for students living on campus), and the remaining 0.62% 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.

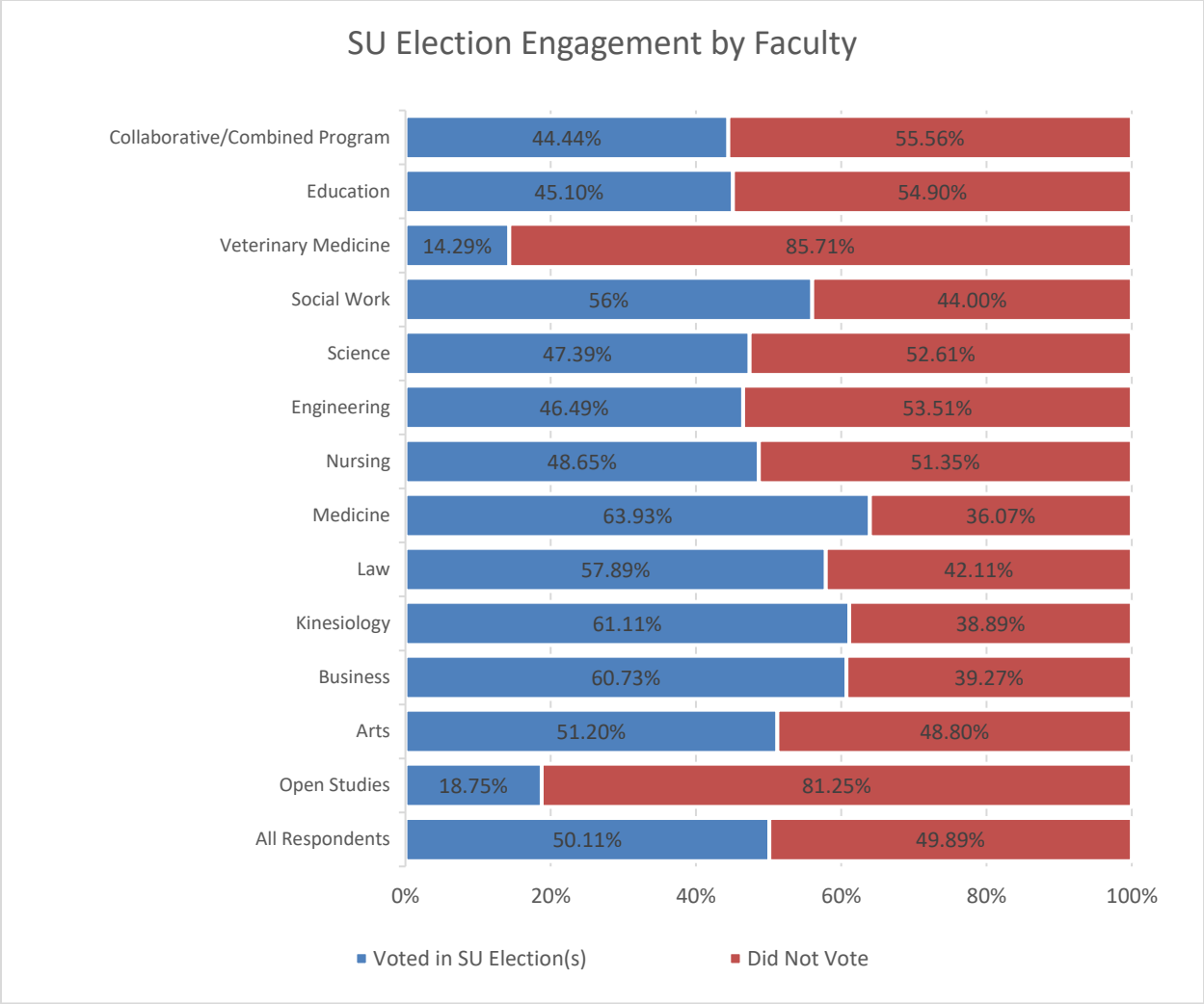
Engagement with the Students' Union



Compared with 2021, the 2022 Survey saw a decrease of 8.28% 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 in club membership for students in their 4th year of their degree compared to those in their 3rd year.

The "not sure" responses may be explained by the substantial 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.

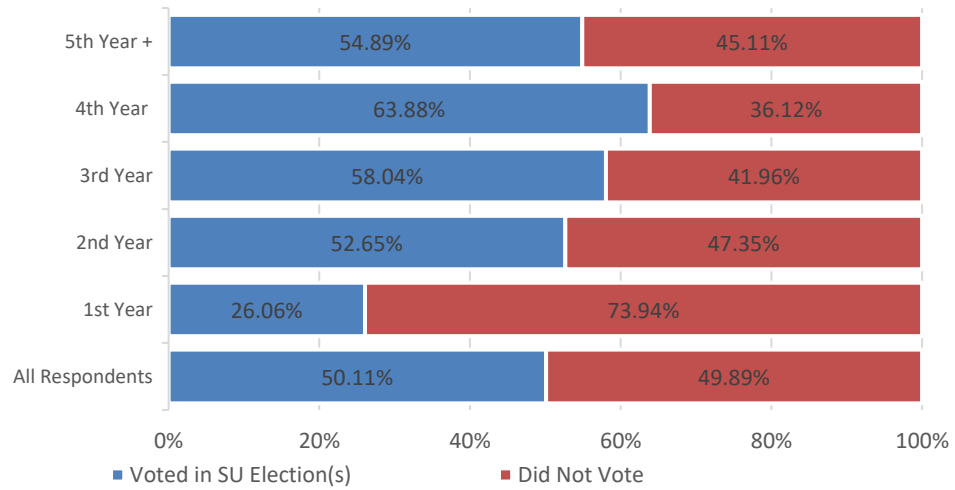


In the 2021 SU General Election, 10.8% of eligible undergraduates voted, down from 22% in 2020. In the 2022 Survey, however, 50.11% of respondents indicated they had voted in either (or both) of the General Election or By-Election, a decrease from last year’s 64.1% response rate.

The above graphic shows the percentage of each faculty’s engagement with the SU elections. Students in Education, Veterinary Medicine, Open Studies, and Collaborative/Combined Degree were the least likely to have voted in an SU election, while Business, Medicine, and Kinesiology students were among the most likely.

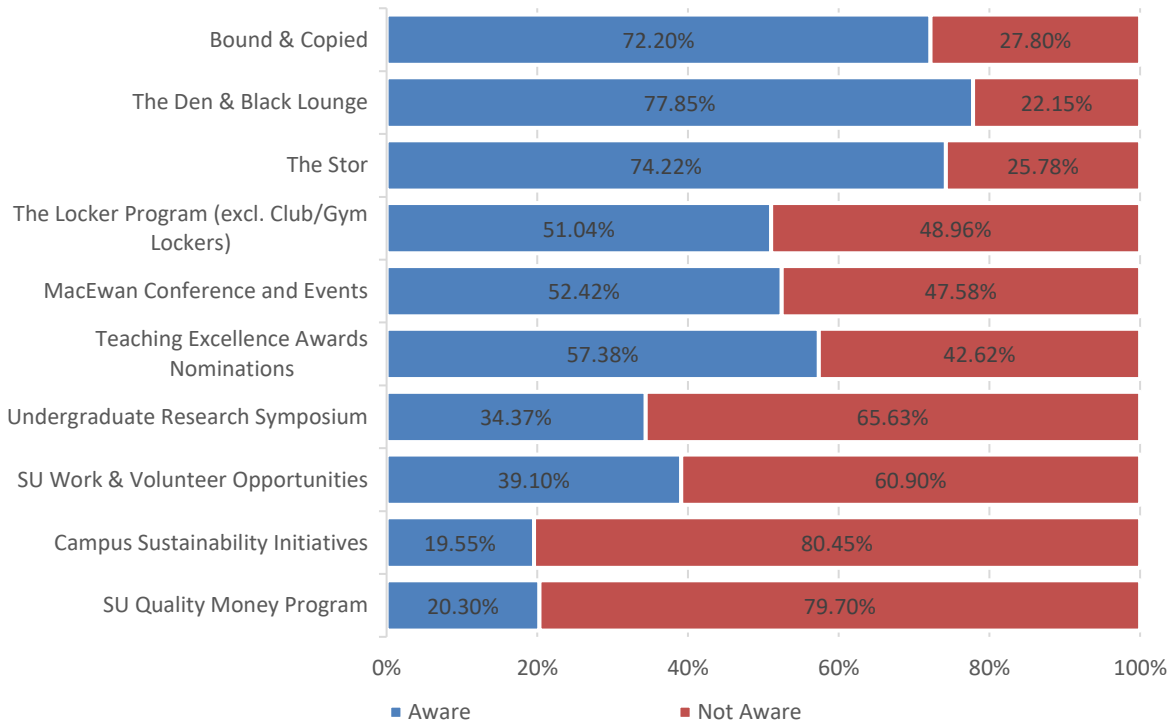
In the below graphic, which shows voting engagement by year of program, the 2022 Survey sees a clear pattern of first years being least likely to vote or participate in SU elections, while 2nd and above year students remained consistently engaged with SU voting, a pattern consistent with previous SU surveys.

SU Election Engagement by Year of Program

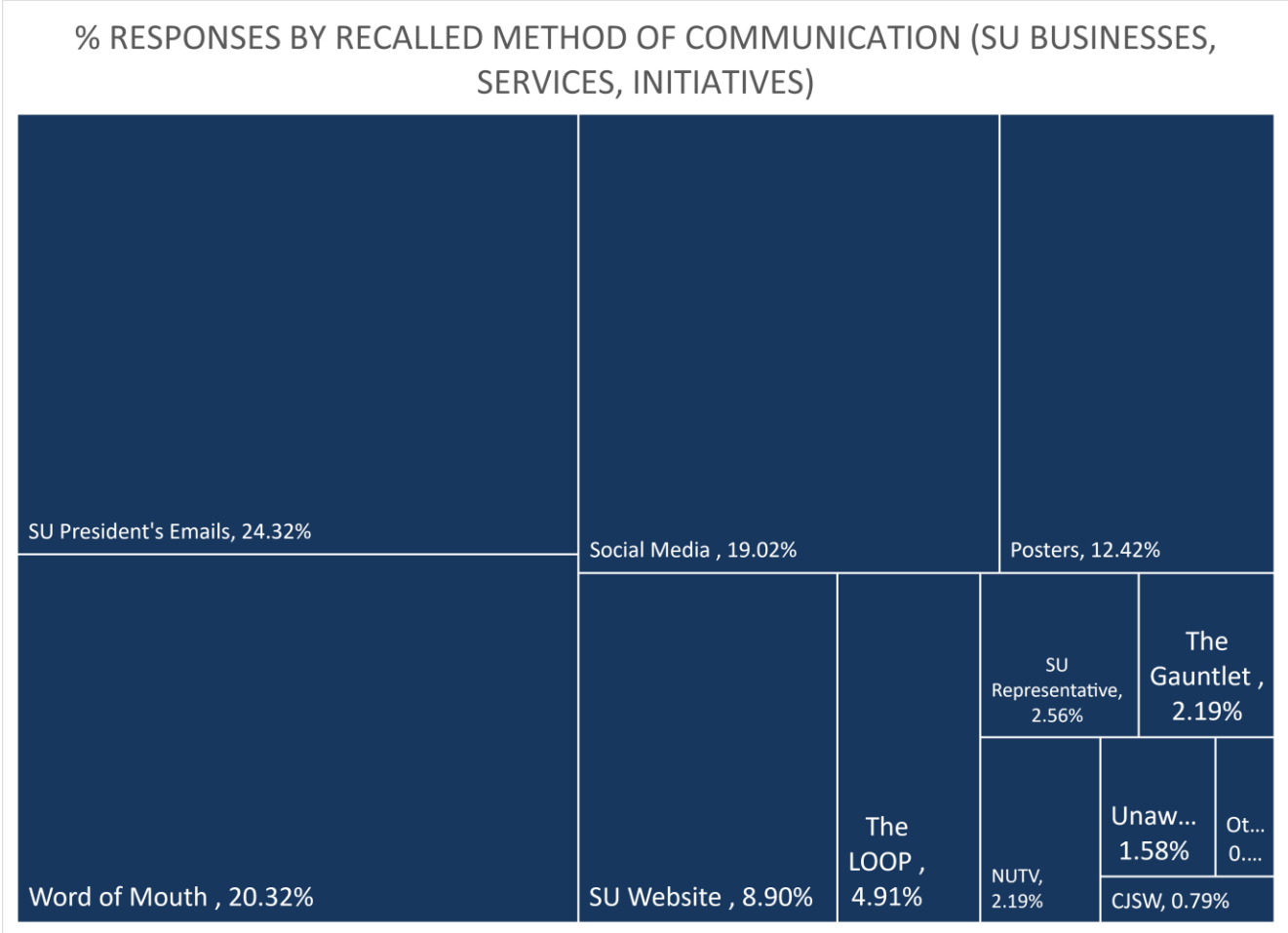


Below, respondents were asked about their awareness of various SU businesses, services, and initiatives. The percentage of respondents who were aware of each business, service or initiative are indicated.

Awareness of SU Businesses, Services and Initiatives (%)



The data above indicates a higher 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.

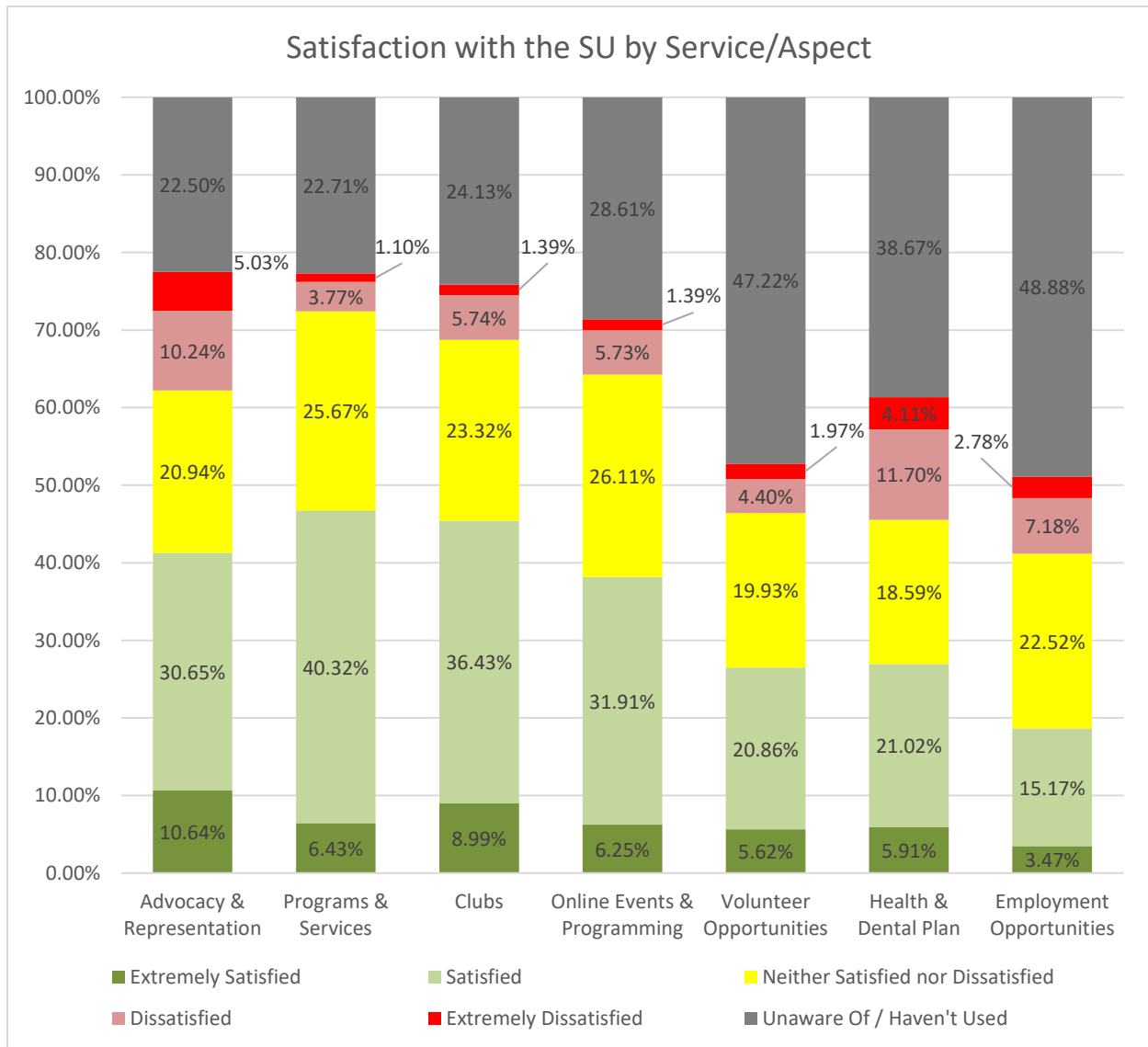


Above, the graphic displays the method(s) of communication respondents remembered learning about SU the businesses, services, and initiatives through. Respondents were able to select more than one option. This data shows that the SU President’s Email was the most effective method by which SU businesses, services and programs are promoted at 24.32%, followed by word of mouth amongst students, 20.32%. This is a change in comparison to the past years data in which word of mouth consistently was the most effective method of promotion.

Satisfaction with the Students' Union

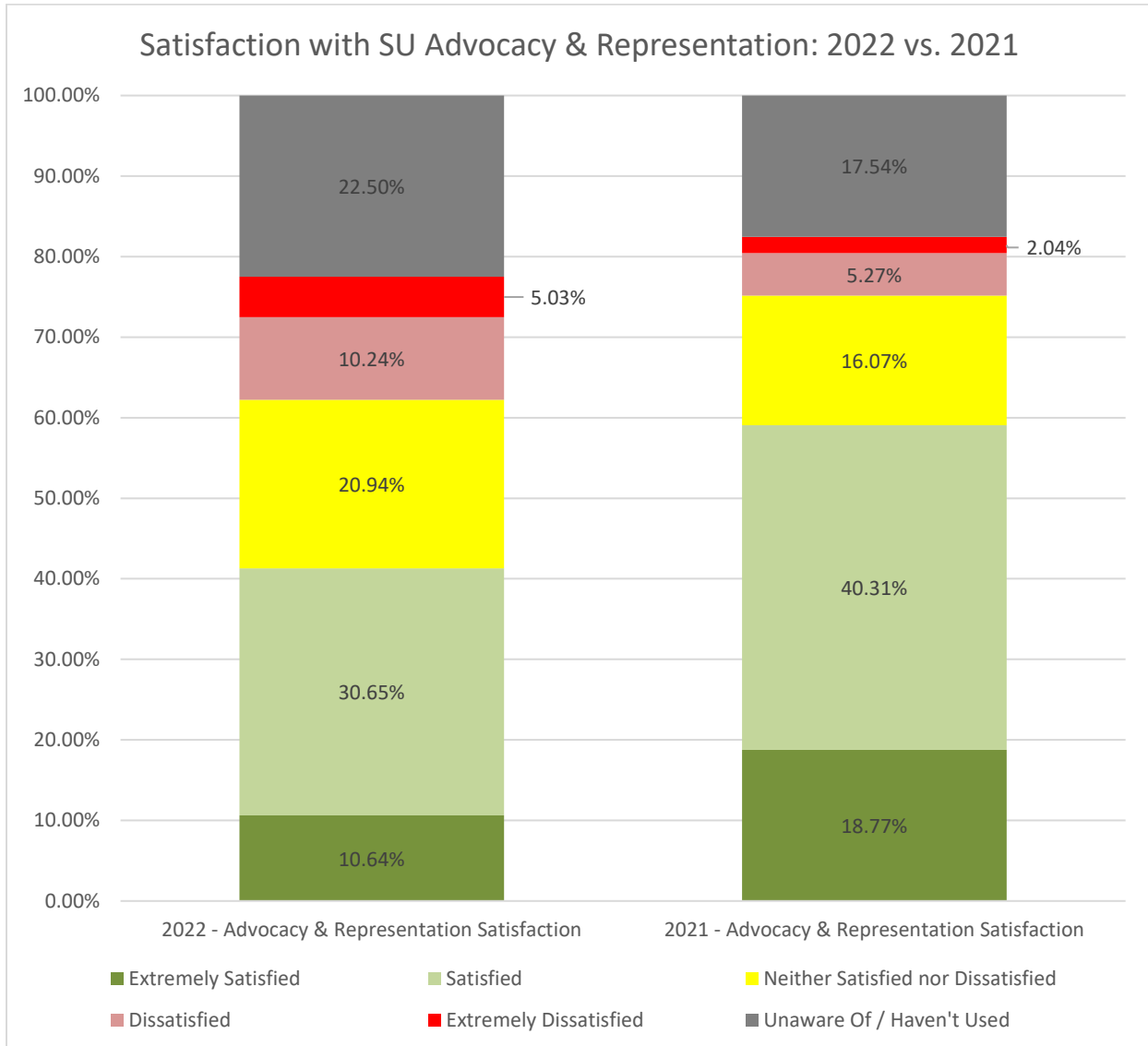
The following graphic displays the distribution of responses from "extremely satisfied" to "extremely dissatisfied" with a number of aspects about the Students' Union. Respondents who indicated they had not used or interacted with, or were unaware of, a certain aspect were grouped together into the "Unaware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

2022 Satisfaction Overview

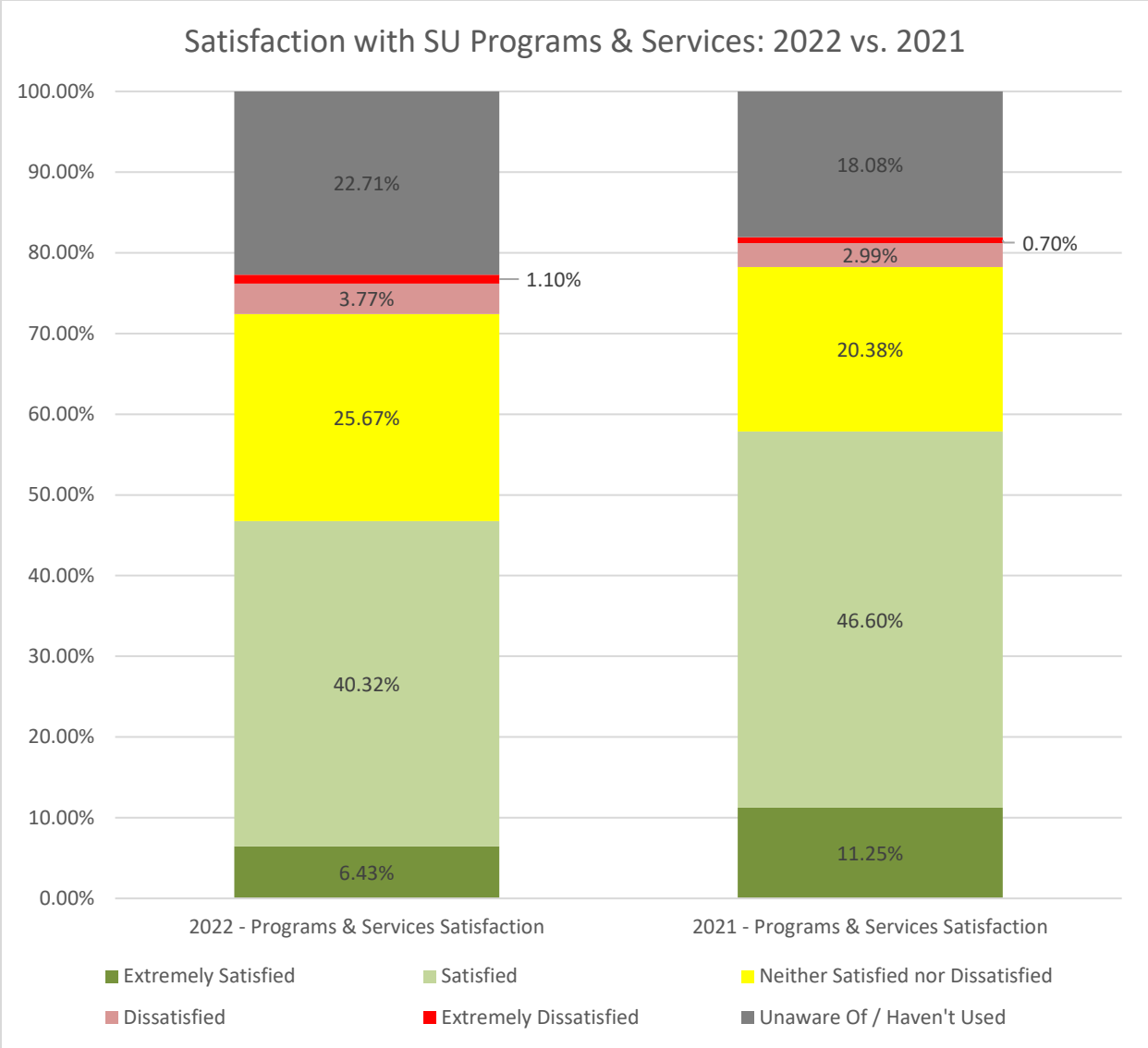


Below, satisfaction level data from the previous year for each aspect is explored in contrast with this year's data, to allow for comparison and evaluation of the SU's performance over time.

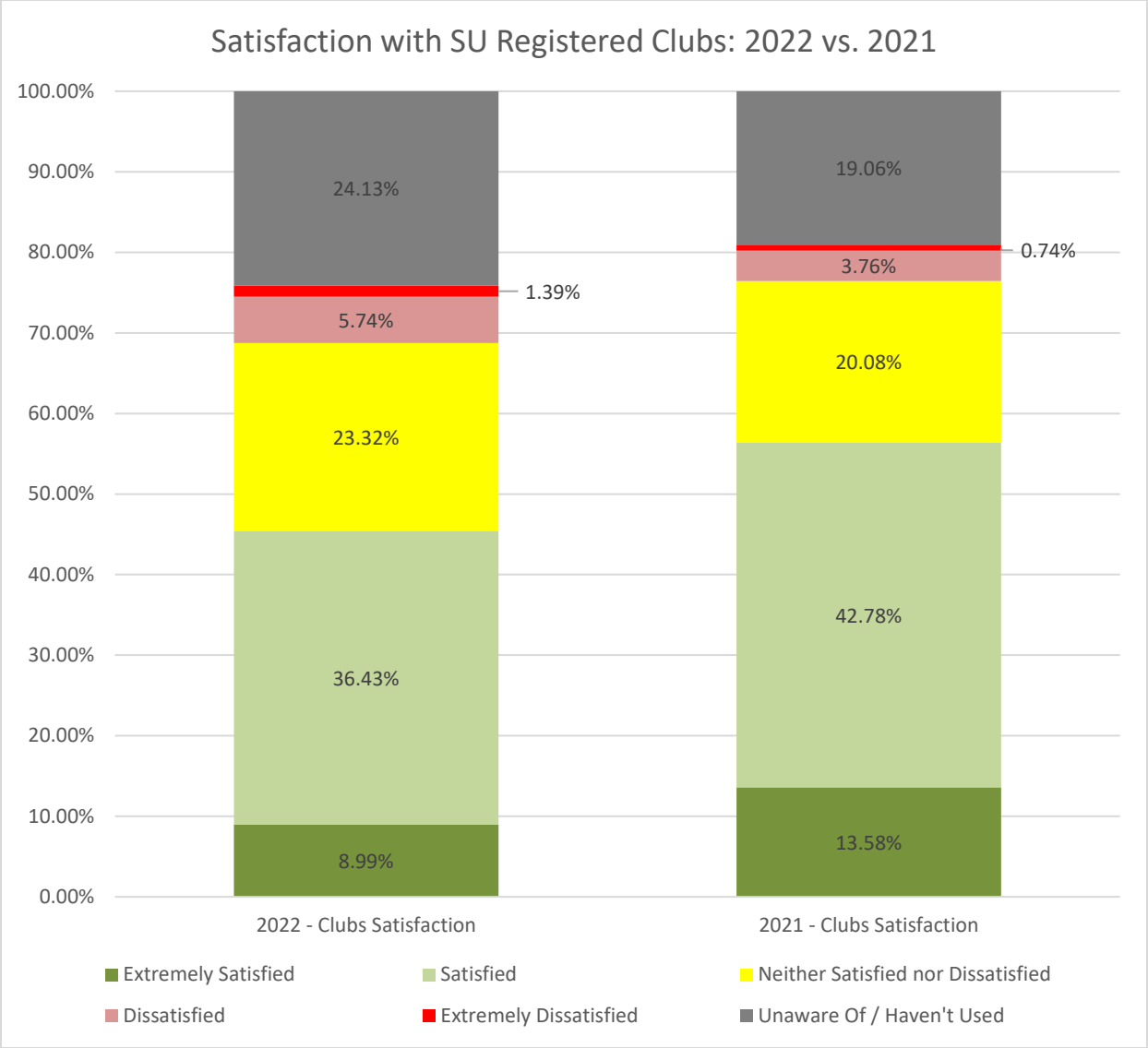
2021 vs. 2022 Data Comparison - Breakdown



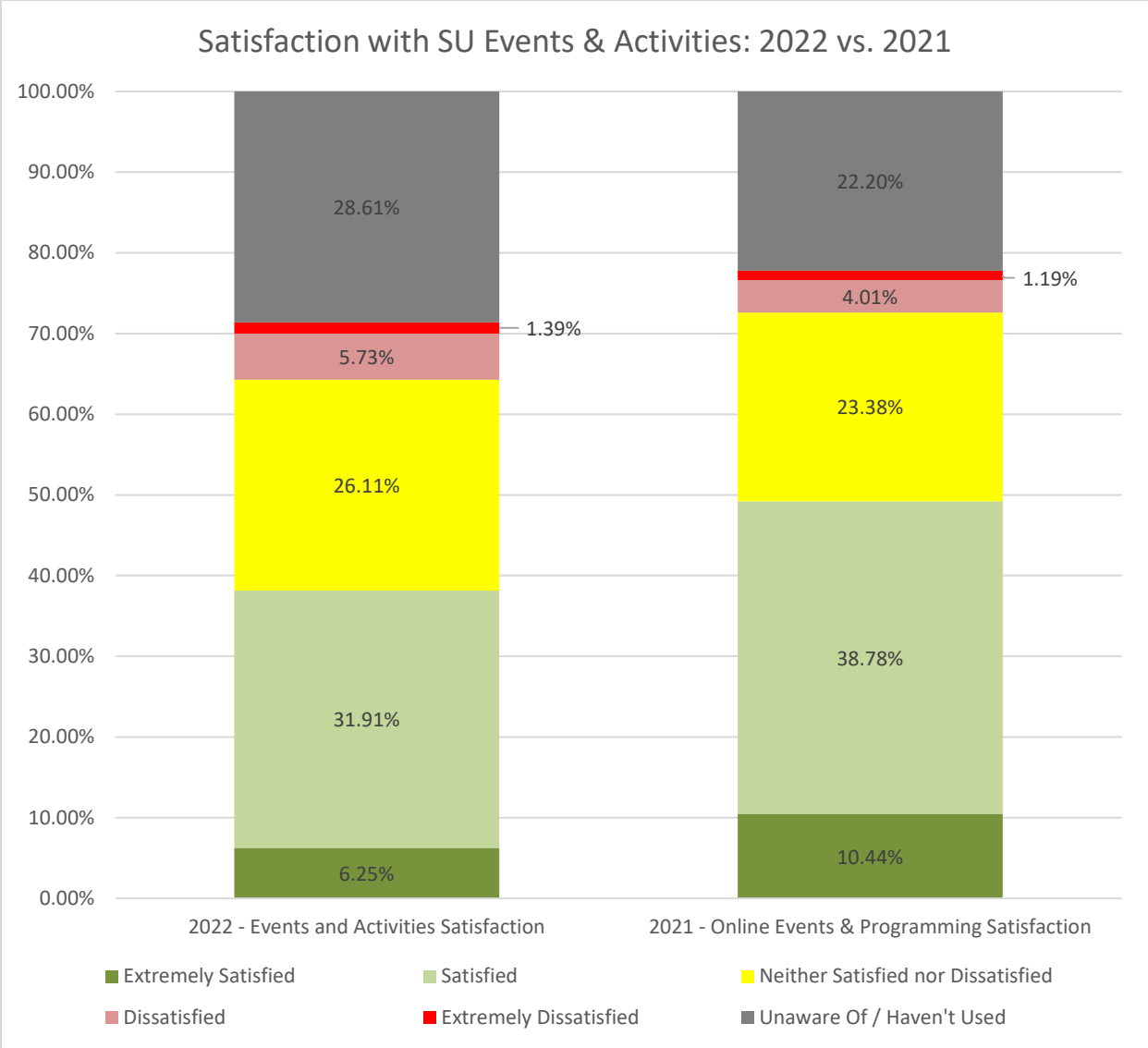
The 2022 Survey saw a decrease in satisfaction with the SU’s Advocacy and Representation from the previous year. The extremely satisfied response rate decreased by 8%, while the satisfied response rate also saw a decrease of 10%. The awareness of the SU’s Advocacy and Representation work also saw an increase of 5%. Extremely dissatisfied, dissatisfied, and neutral responses all increased from 2021 to 2022, indicating a clear trend of dissatisfaction across the board, in terms of respondents’ feelings towards advocacy and representation.



2022 saw a slight decrease in satisfaction overall with SU Programs & Services, due to a reduction in satisfied responses by 6.28% and extremely satisfied responses by 4.82%. Which predominantly translates into an increase of dissatisfied, extremely dissatisfied, unaware of/haven't used, and neutral response rates. The large share of neutral or Unaware / Haven't Used responses indicates continued room to improve.

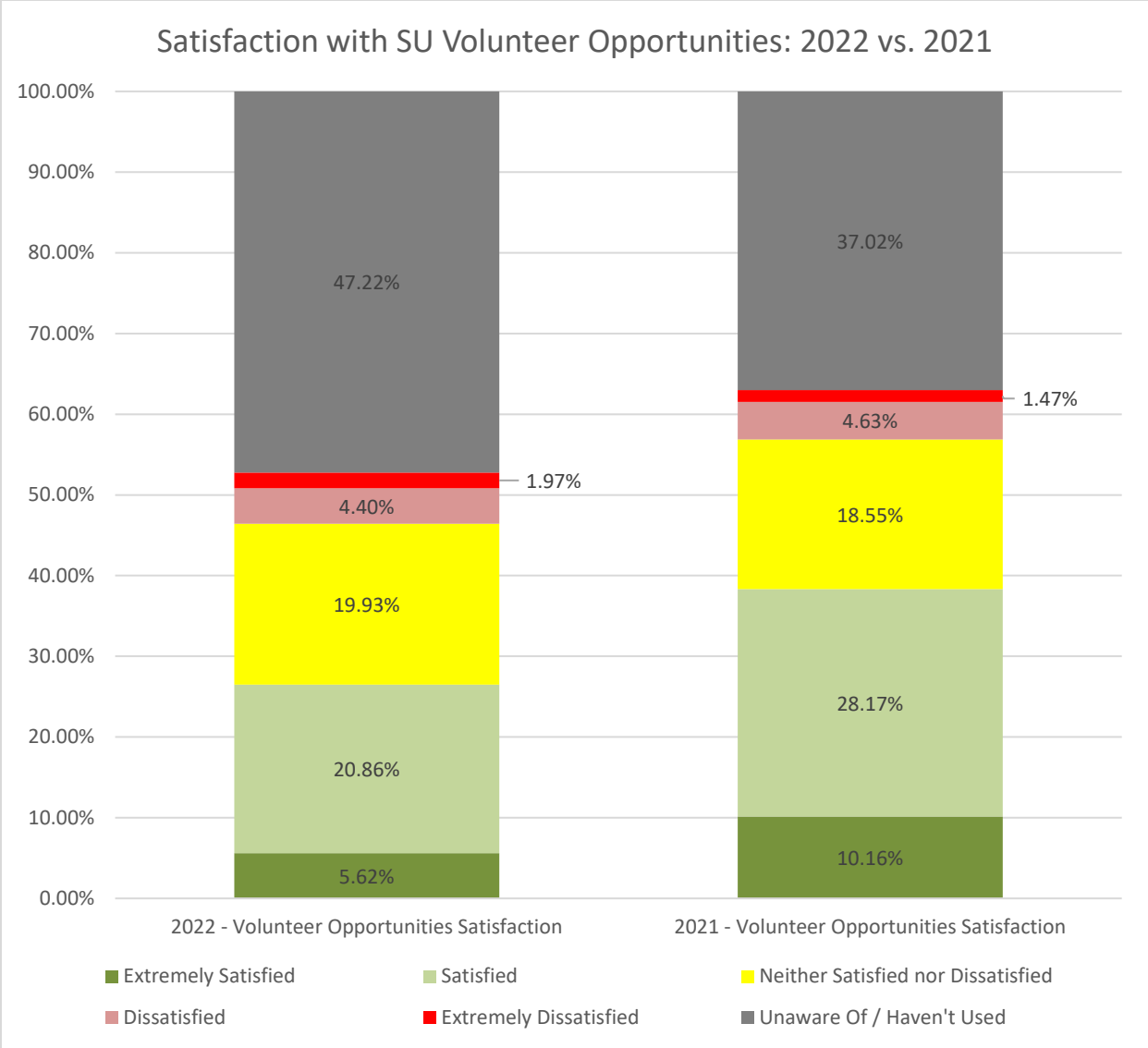


The 2022 Survey saw another drop in satisfaction with SU Registered Clubs overall. While there was a small increase to dissatisfaction, most of the lost Satisfied responses appear to have translated into “Unaware Of / Haven’t Used” responses, likely due to the detachment from the campus resulting from distance-based learning and online mandates of clubs. This trend should be investigated to see why satisfaction decreases even after the return to in-person or if other issues with the SU’s Registered Clubs are present.



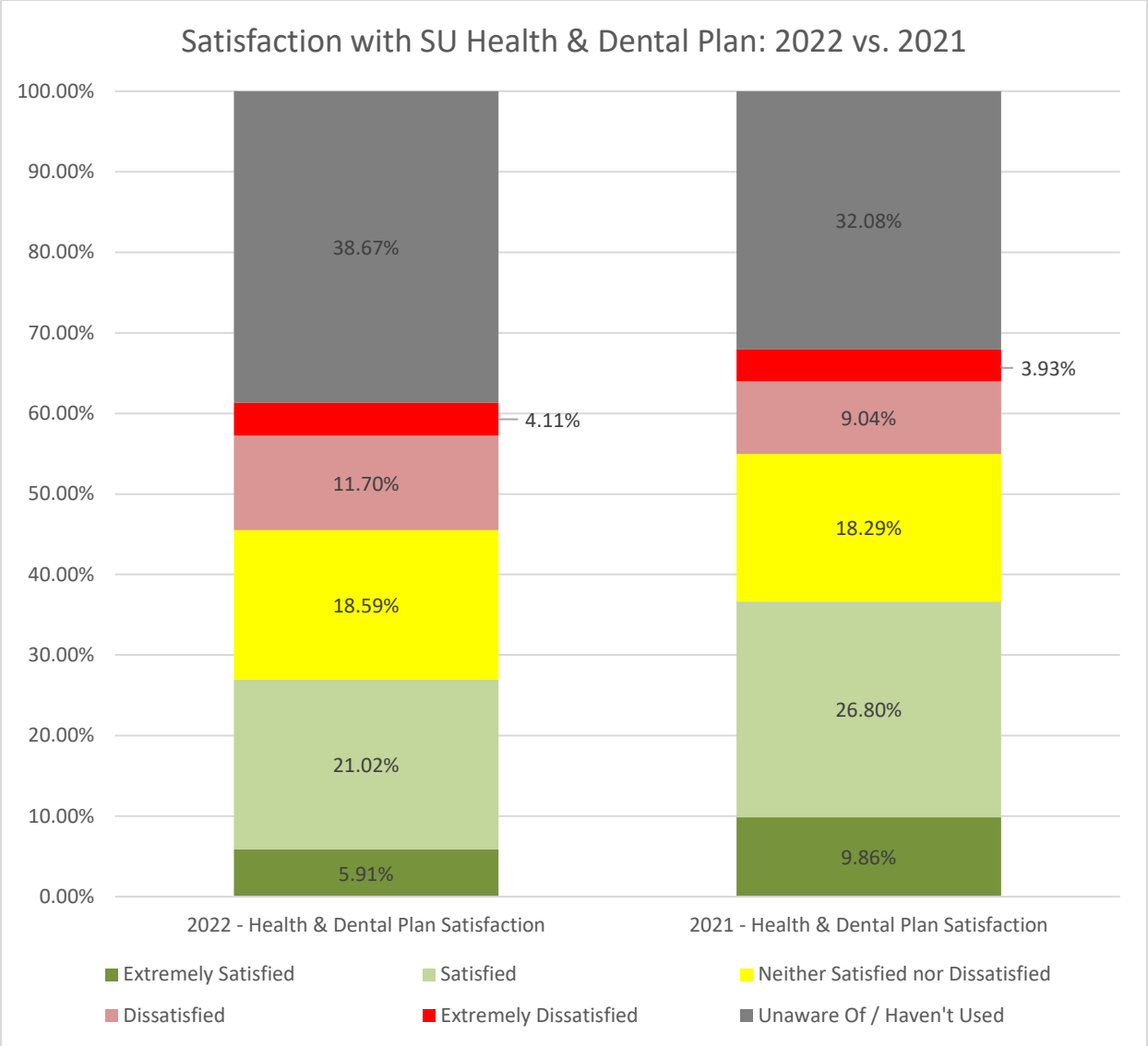
Due to the COVID-19 pandemic, the SU’s events and activities transitioned to almost exclusively online/virtual formats and did not see a full return to back in person this year. For this reason, this data comparison is not perfect, and should be assessed with an understanding that there was significant external factors at play in the provision of this service by the SU in the 2021-2022 year. However, satisfaction decreased presumably due to the increase in unawareness and small change in dissatisfaction.

In the 2021-2022 year, overall satisfaction with SU Online Events & Programming fell below 50%, similarly to last year’s results. This trend should continue to be monitored against data from the forthcoming 2023 Survey, to see if this consistent drop in satisfaction is a result of the COVID-19 pandemic and the transition between online/virtual events is and in person, or if other factors need to be considered.



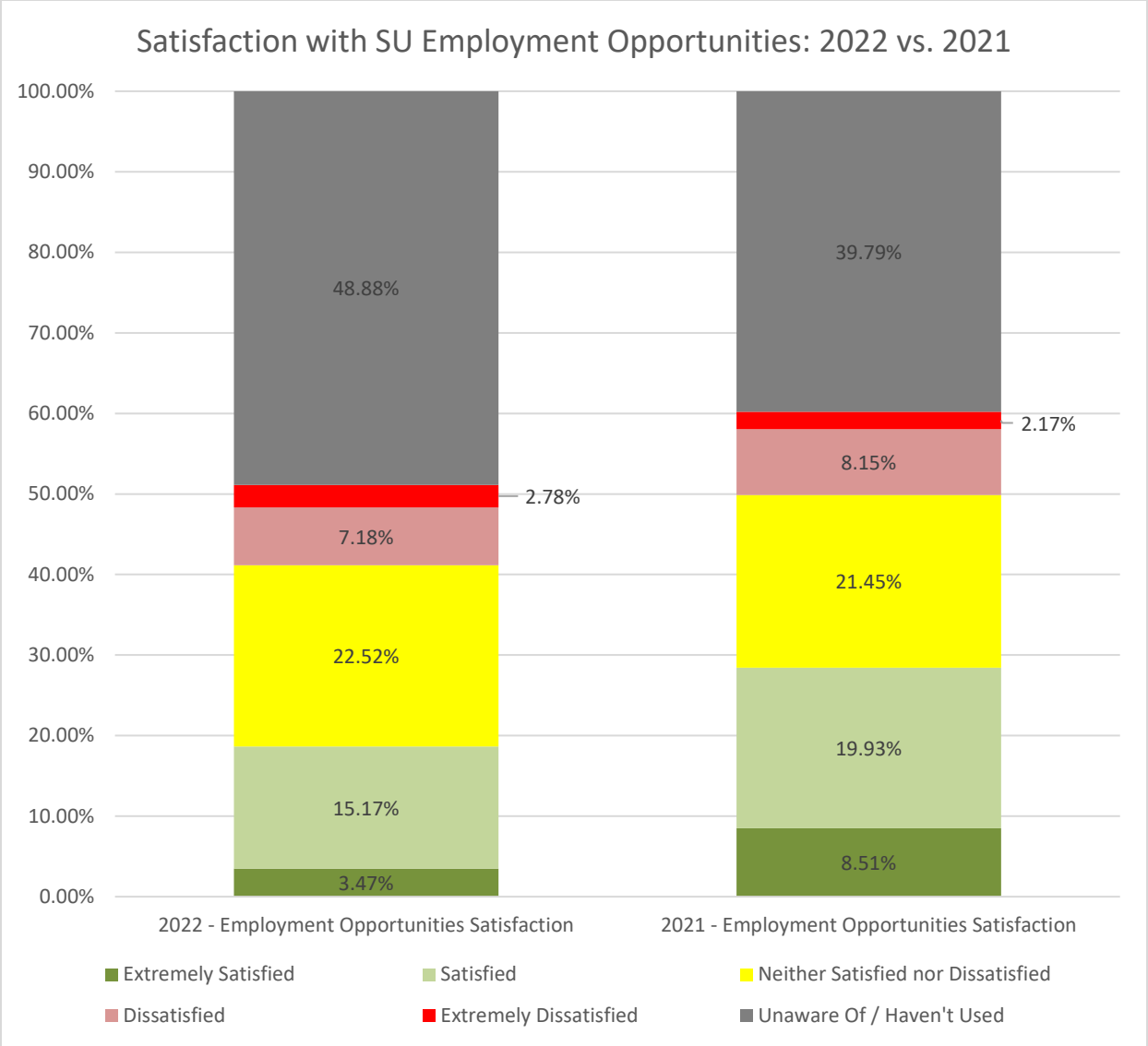
In 2021, general unawareness of SU volunteering opportunities increased heavily, by almost 10% resulting in decreases to each response category, with satisfaction being affected most. The largest change, apart from unawareness, was seen in extreme satisfaction (4.54% decrease) and satisfaction (7.31% increase), with satisfaction remaining below 50%.

With satisfaction rates remaining below 50%, similarly to last year, indicated significant room to grow. The SU’s Volunteer Opportunities saw one of the lowest overall satisfaction rates amongst surveyed aspects of the SU.



With low overall satisfaction rates, the SU Health & Dental Plan saw an apparent increase in dissatisfaction rates in 2022 from 2021, indicating students’ disappointment with the service. Satisfaction overall saw a 9.01% decrease with a 6.77% increase in overall dissatisfaction, major changes when compared to the small change seen in the neutral and unaware responses.

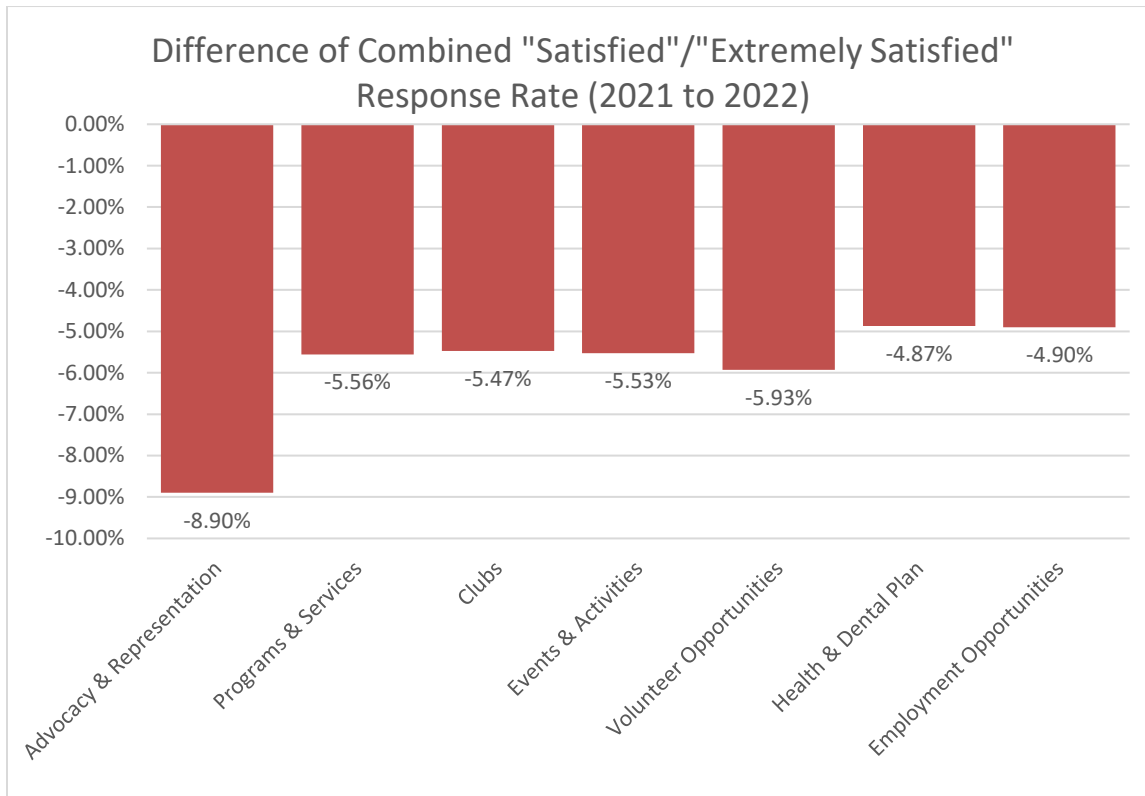
With a combined satisfaction rate of 26.93% in 2022, the SU Health & Dental Plan has one of the lowest overall satisfaction of surveyed aspects and third-highest “Unaware Of / Haven’t Used” response rate.



Despite an increase to overall satisfaction of 7.17%, in last years survey, this year surveys responses kept consistent with all other programs and services in which we saw a 9.8% decrease in satisfaction from last year. The observed decrease to satisfaction rate does not come from a large dissatisfaction with the service rather appears to have come from the major increase in unawareness/haven't used, indicating heightened unawareness of or participation in SU Employment Opportunities.

Combined Satisfied Response Trends (2021 vs. 2022)

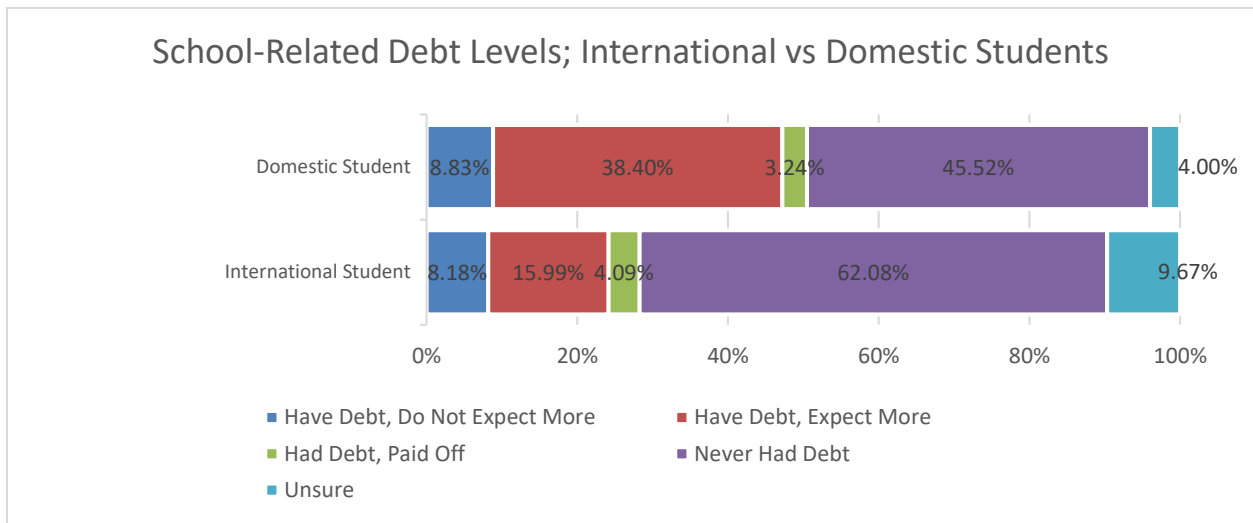
The graphic below provides an overview of the difference in the combined “satisfied”/ “extremely satisfied” response rates from the 2021 Survey to the 2022 Survey: positive percentages indicate an increased overall satisfied response rate year-over-year, while negative percentages indicate a decrease in overall satisfaction.



Overall, every aspect provided by the Student Union saw a decrease in satisfaction over 4%, the largest being seen in Advocacy and Representation (8.90% decrease) and smallest decrease in the Health and Dental Plan (4.87%). This is an alarming trend compared to last years where only Clubs and Events & Activities saw a decrease, presumably due to the peak of the pandemic.

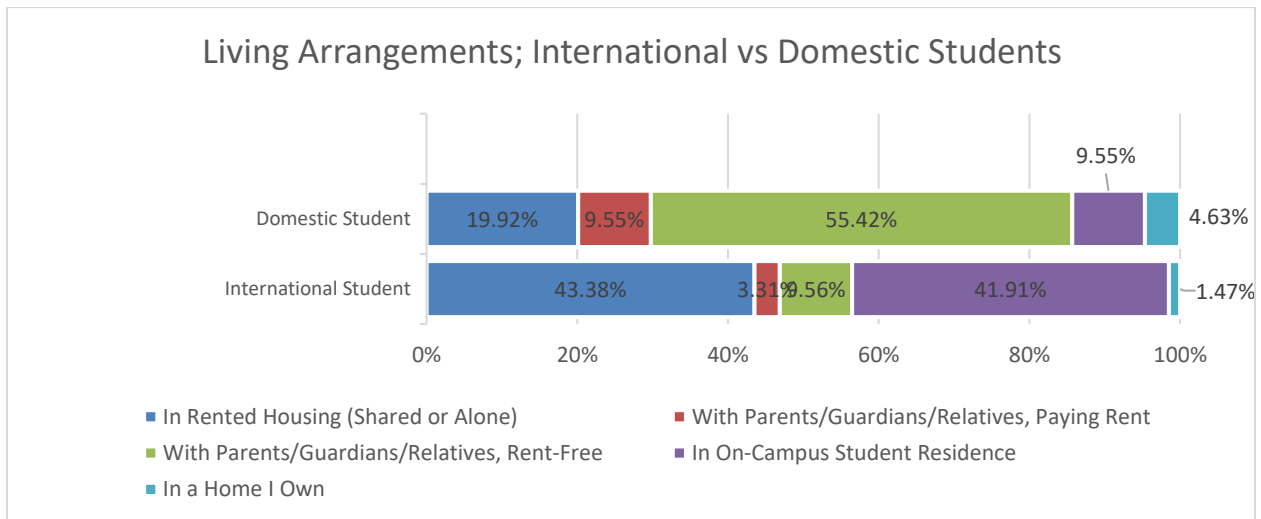
With the transition back to primarily in-person learning beginning this Fall 2021 semester, data from the 2022 Survey showed significant areas of improvement for the SU in upholding these aspects as individuals return in person. However, a trend between all aspects was a major increase in unawareness which can be explained by the need to adapt to providing awareness in person rather than virtually such as last year. This year’s data shows room to grow and improve in all aspects.

International Student Analysis



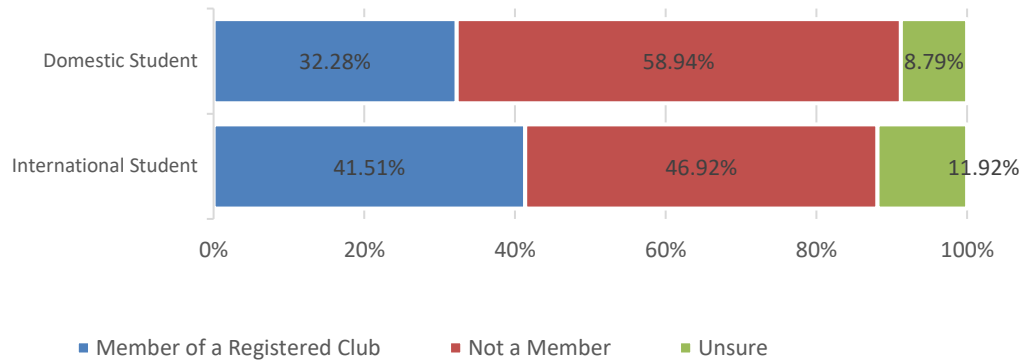
Despite higher tuition costs for international students, of whom 24.17% currently have school-related debt, an overall higher percentage of domestic student respondents (47.23%) indicated that they currently have school-related debt.

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.



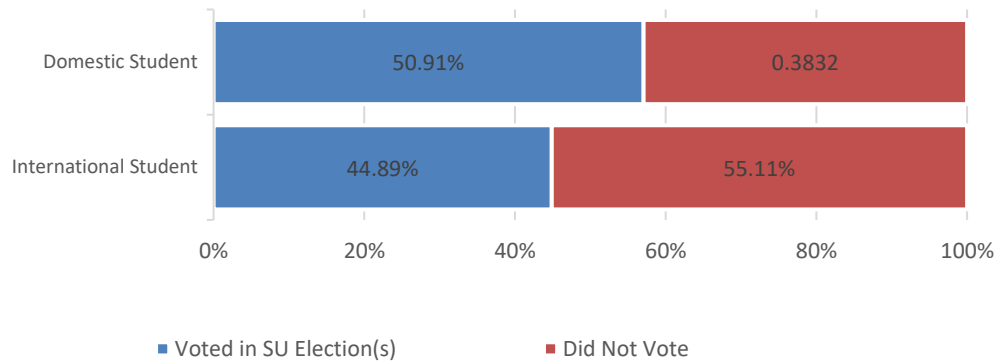
Naturally, domestic students are much more likely to live rent-free with parents/guardians/relatives; however, a sizeable portion of international students (9.65%) also live rent-free with relatives. International students are much more likely to live on-campus (41.91%) or in off-campus rented housing (43.38%) than domestic students are.

Student Club Membership; International vs Domestic Students



Compared with domestic students, international student respondents are more likely to be involved in a student club on campus by 9.23% (a recurring trend, but by a smaller margin than in 2021, where the difference was 11%). Comparable to 2021’s results, domestic students are also more likely to be unsure if they are a member of a student club. The COVID-19 pandemic and return to in person 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.

SU Elections Engagement; International vs Domestic Students



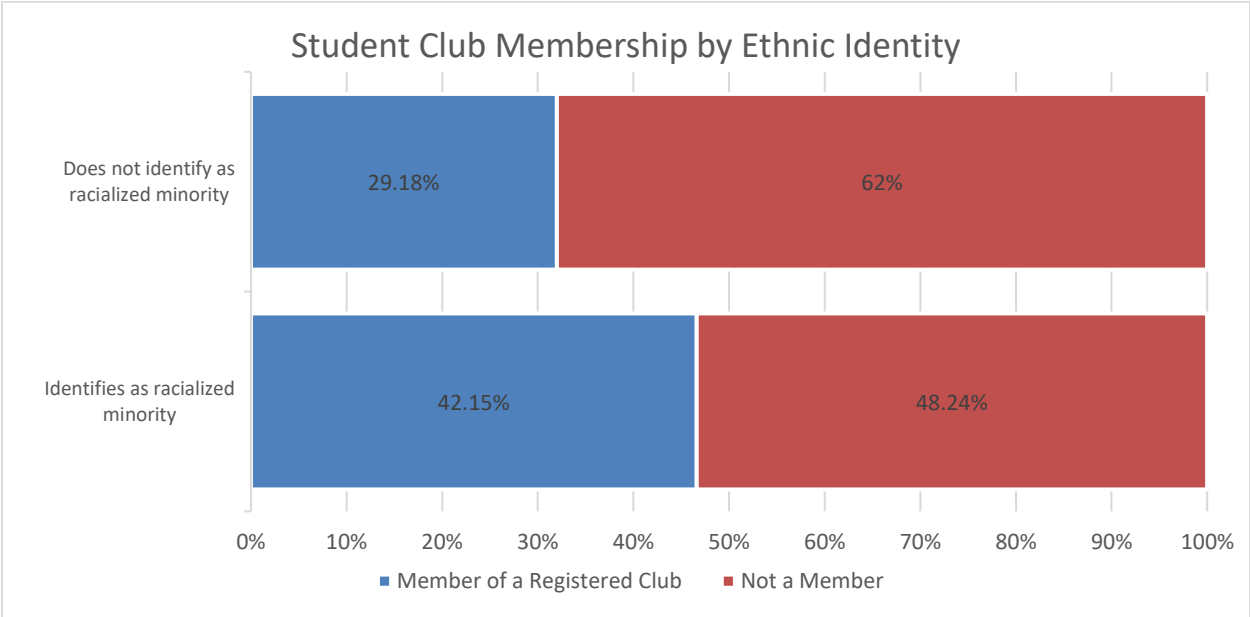
Unlike previous years trends, international student respondents were less likely to have voted in the 2021 elections compared to the domestic students. This varies from previous years where international students typically were more likely to vote, this may indicate a lack of election campaigning to international students or a lack of engagement/reach to those students compared to previous years.

Ethnic Identity and Experiences with the Students' Union

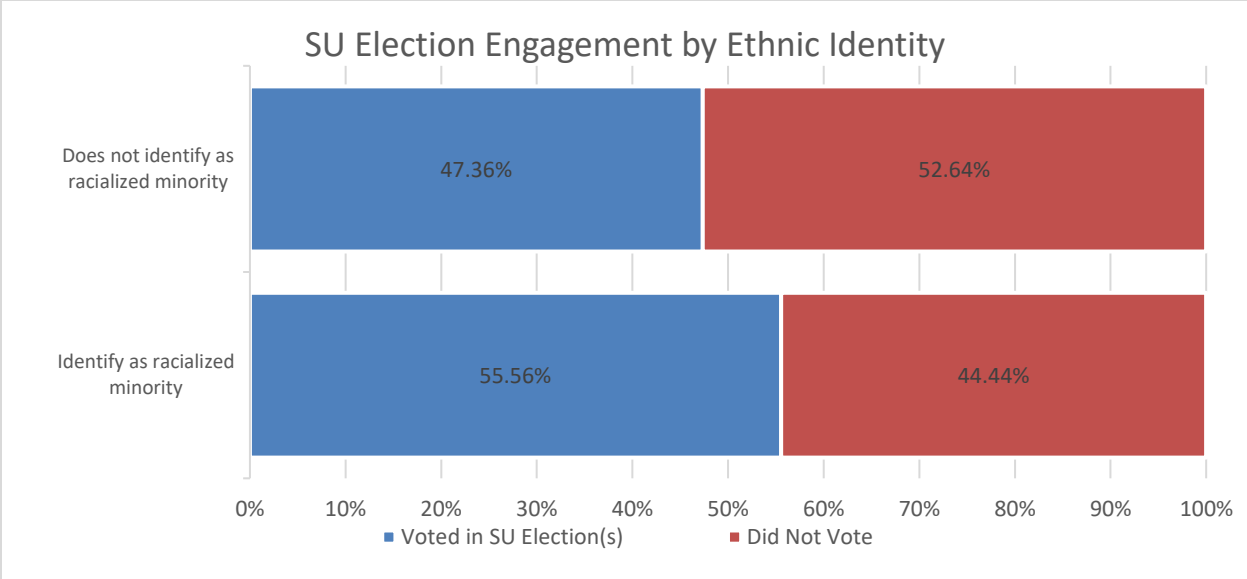
The 2022 SU Annual Survey collected data on respondents' self-identification as members of racialized minority to allow for analysis of the effectiveness of programs, services, and advocacy that aligns with the SU's [Equity Diversity and Inclusion Advocacy Policy](#), first passed by the Students' Legislative 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" and "unsure" for ethnic identity and SU engagement have been omitted.

Engagement

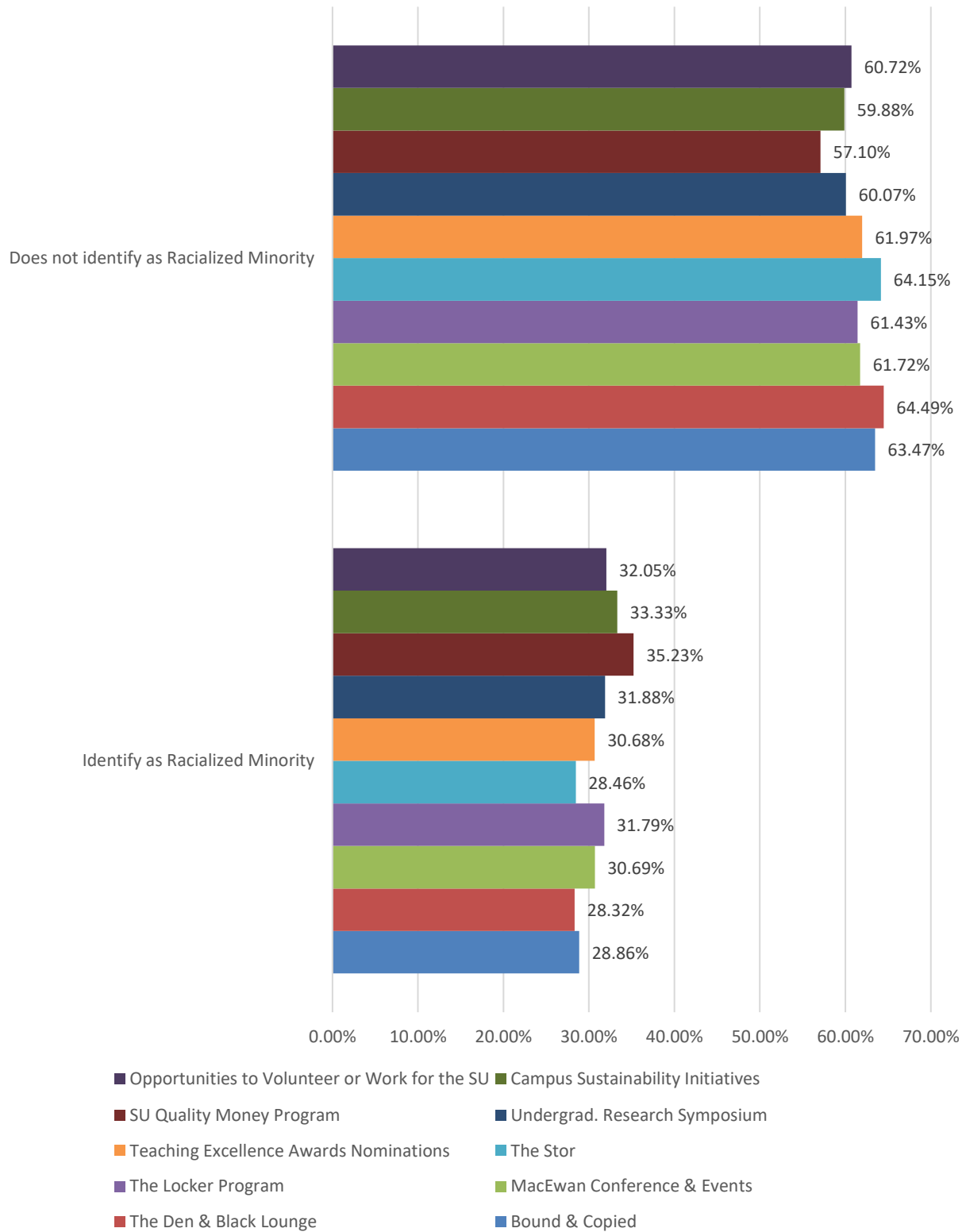


The graphic above shows the percentage of respondents that are members of an SU Registered Club by their self-identified status as a member of a racialized minority. It is shown that individuals who identify as part of a racialized minority are more likely to be a part of a club than those individuals who do not.



When reviewing engagement rates with the SU Elections, a total difference between voters who identify as part of a racialized minority and those who do not is only 8.2%. Respondents identifying as part of a racialized minority were 11.12% more likely to vote. Indicating respondents identifying as part of racialized minorities are more actively engaged with the SU elections than those who do not identify as such.

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 whether they identify as a racialized minority. 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, those who identify as part of a racialized minority have the lowest cumulative awareness. This is interesting to see as in the past two questions, students identifying as part of racialized minorities deemed to be most engaged in the clubs and elections of the Students' Union. However, it is important to note here that there are far more individuals who identified as not being a part of a racialized minority, which may explain the vast majority it has over those who do.

Satisfaction with the SU

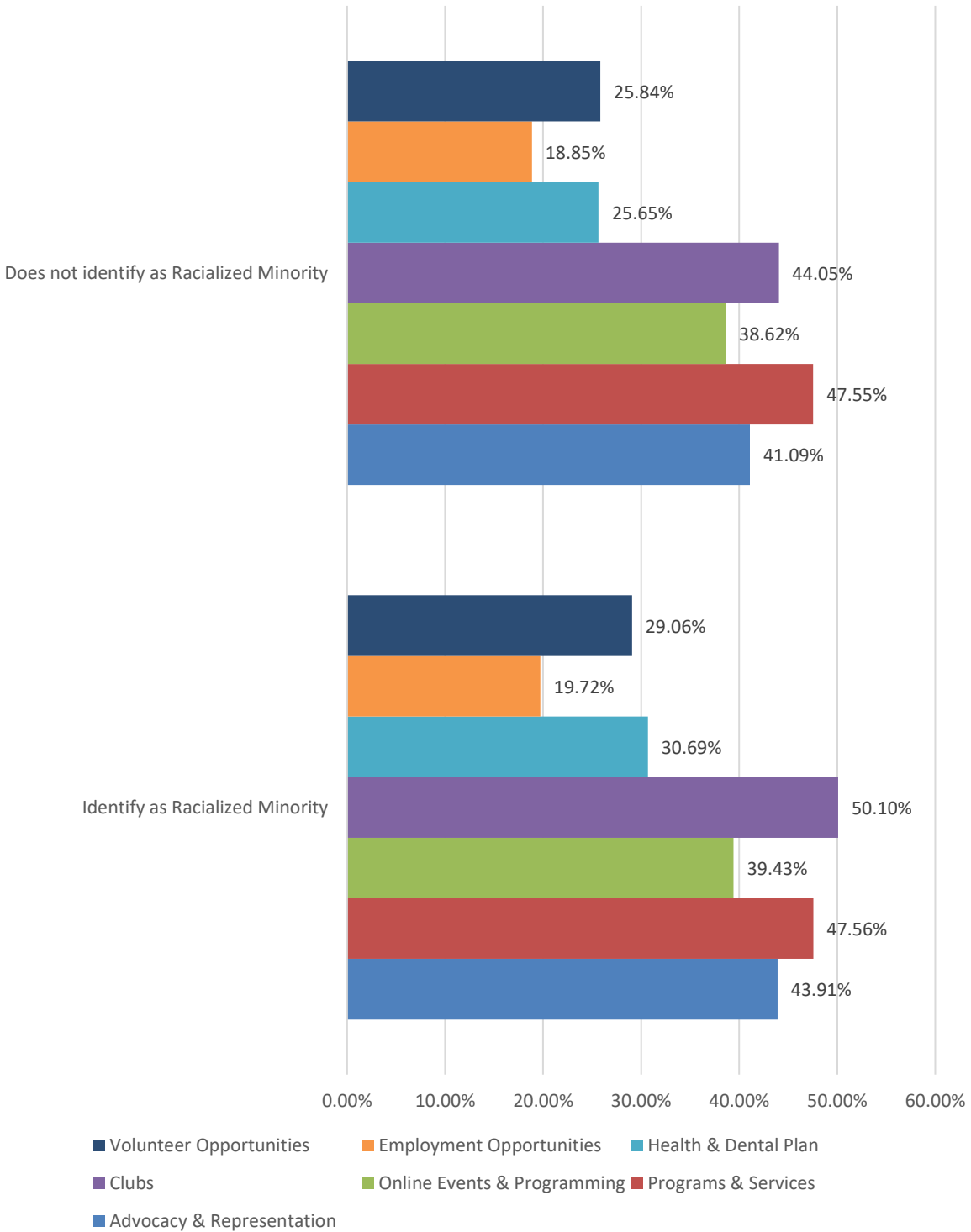
To compare satisfaction rates with various aspects of the SU by ethnic identity respondent groups, responses of “Extremely Satisfied” and “Satisfied” have been combined for this section, to indicate an overall satisfaction rate within each response group.

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.

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.

Both groups presented very similar levels of satisfaction overall between all the categories, however throughout each one, those identifying as a part of a racialized minority tend to express greater levels of satisfaction than those who do not identify as a part of a racialized minority. Differences between the two are not large, only ranging between 0.01% difference to 6%. Across each group, the highest levels of satisfaction were in Clubs (50% for those identifying as a part of a racialized minority, 44% for those not identifying as such) and Programs and Services (47.56% for self-identified members of racialized minorities, 47.55% for those not identifying as such). The lowest levels of satisfaction were found in Employment Opportunities (19.72% for those identifying as part of racialized minorities, 18.85% for non-identifying respondents) and Volunteer Opportunities (29.06% for identifying respondents, 25.84% for non-identifying respondents).

Satisfaction¹ with Aspects of the SU by Ethnic Identity



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

END OF REPORT