

**Cambridge Satellite Campus Intercept  
October 2022**

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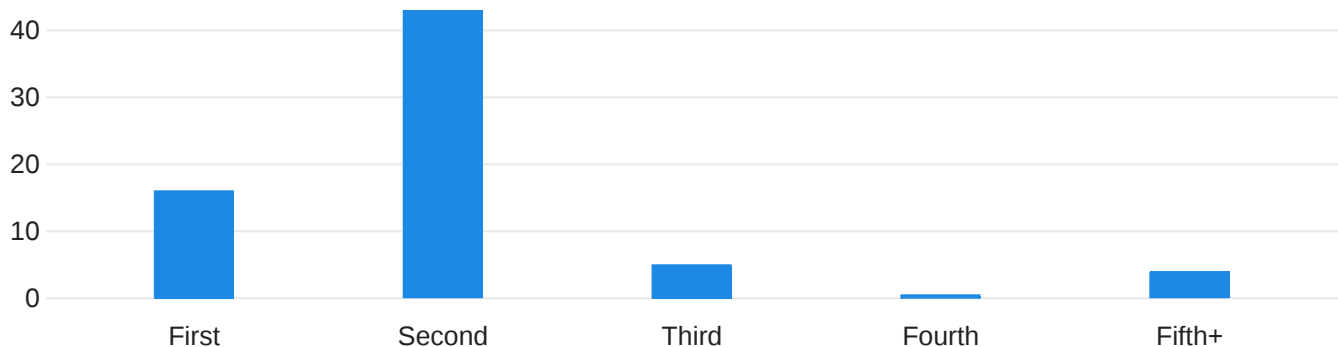
Survey Overview

The WUSA research team conducted an intercept survey with undergraduate students on UW satellite campuses to learn more about their experiences with and opinions regarding WUSA. These intercepts were conducted on Tuesday, September 27th, and Wednesday, September 28th at the Cambridge and Stratford satellite campuses, respectively. The team set up a booth in both locations, complete with signage and a WUSA banner, and approached students to ask them to participate in a quick 5-minute survey. Students were able to complete the survey on their own devices by scanning a QR code or on one of the iPads provided. After completing the survey, students were offered chocolate bar compensation for their participation. We engaged with a total of 69 students from Cambridge using this method. This report outlines the results of the survey conducted on undergraduate students from the Cambridge campus.

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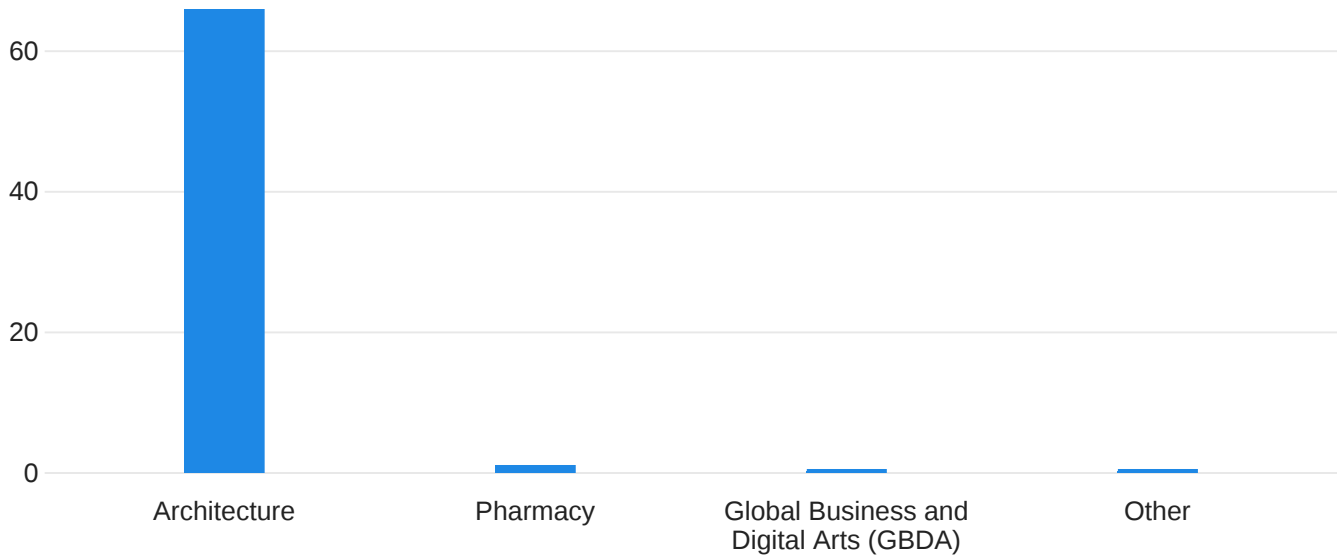
**Demographics**

Figure 1: Which year of study are you in?



When asked what year of study they were in, 63.24% answered they were in their second year, 23.53% answered they were in their first year, 7.35% answered they were in their third year and 5.88% answered they were in their fifth year or above. There were no respondents from fourth-year students.

Figure 2: Which program are you in?



98.51% of respondents were in the Architecture program. There was one respondent from the Pharmacy program.

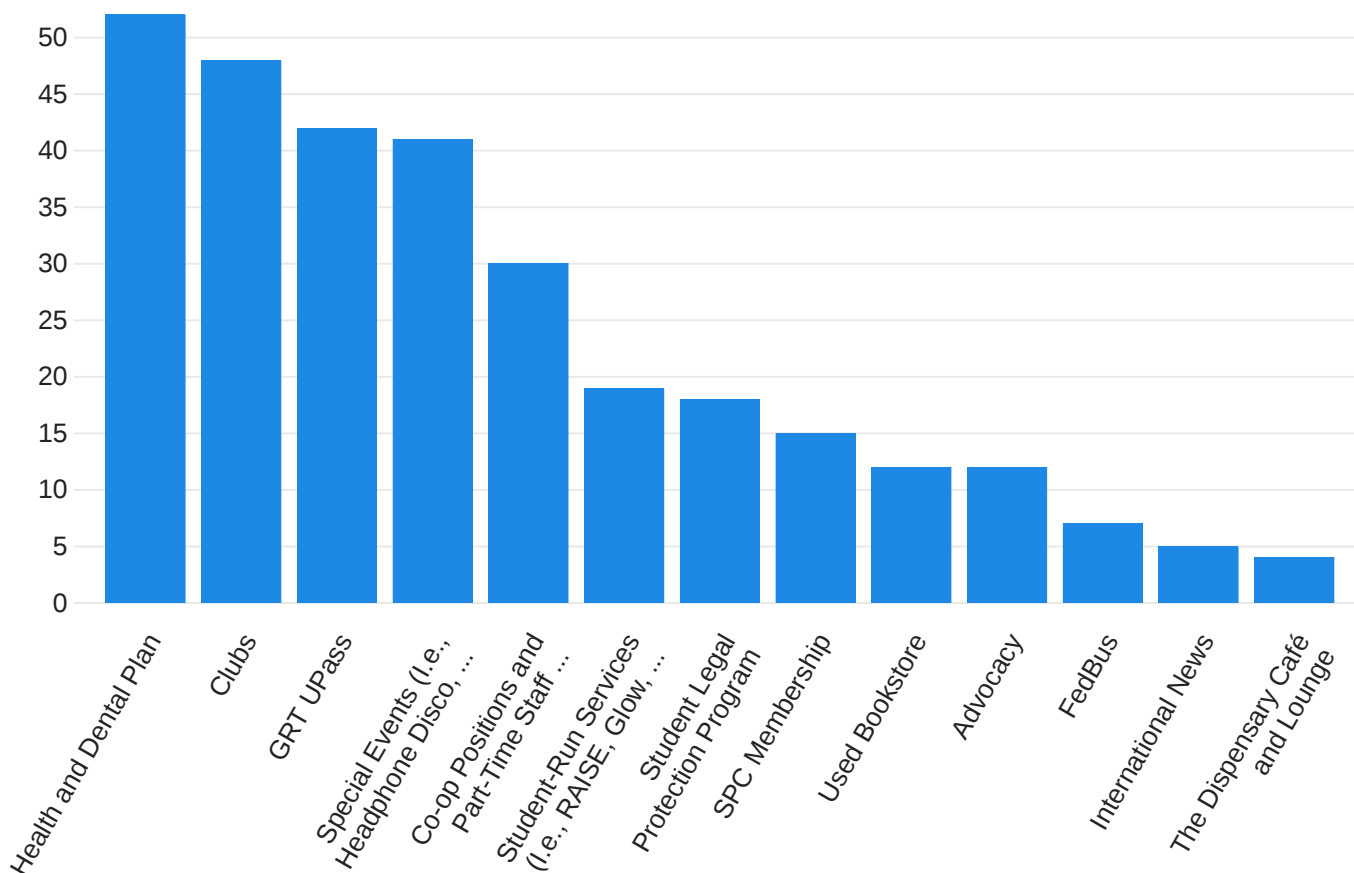
### WUSA Knowledge

Figure 3: Have you heard of the Waterloo Undergraduate Student Association (WUSA) before today?



As shown in Figure 3, all respondents have heard of WUSA before taking the survey.

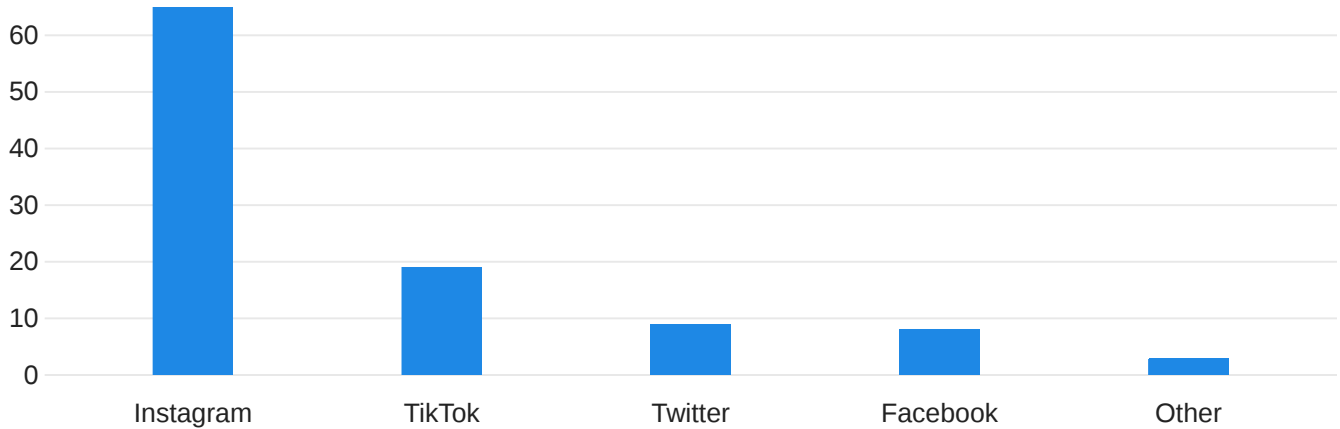
Figure 4: WUSA offers a variety of services, opportunities and resources to UW undergraduate students. Which of the following are you aware of?



In a select all that apply format, students were able to choose which WUSA services, opportunities and resources they were aware of. The most common service that students were aware of was the Health and Dental Plan with 77.61% of students selecting this option. This was followed by Clubs (71.64% aware), GRT UPass (62.69% aware) and Special Events (61.69% aware). Furthermore, 44.78% are aware of the Co-op Positions and Part-Time Staff Opportunities, 28.36% are aware of Student-Run Services, 26.87% are aware of the Student Legal Protection Program, 22.39% are aware SPC Membership, 17.91% of respondents are aware of each Advocacy, 17.91% are aware of the Used Bookstore, 10.45% are aware of FedBus, 7.46% are aware of International News, and 5.97% are aware of The Dispensary Café and Lounge.

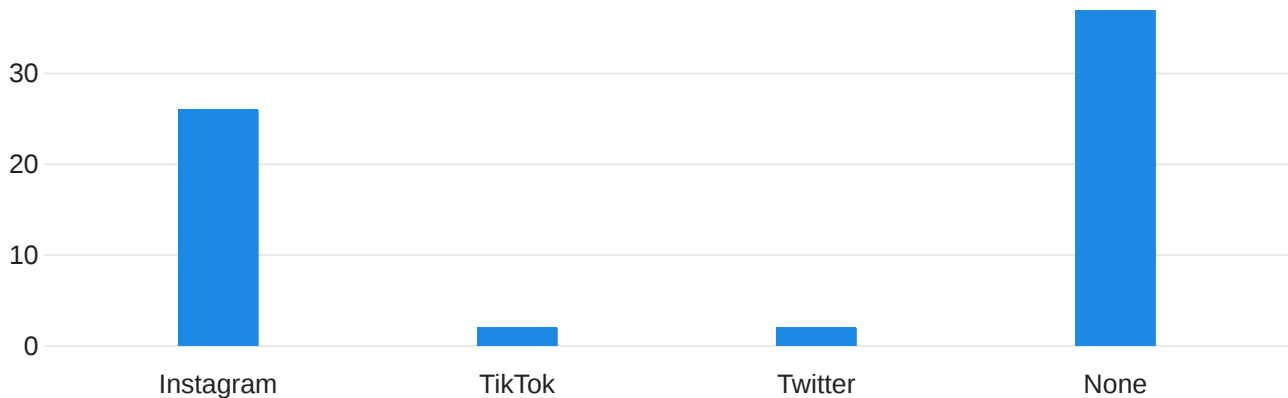
## Social Media Engagement

Figure 5: In general, which social media platforms do you use?



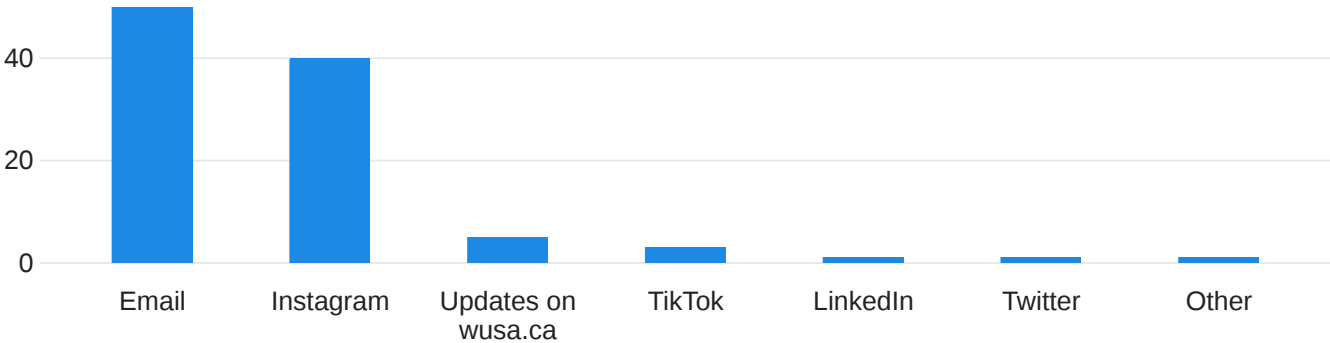
Students were able to select more than one option for this question. As represented in Figure 5, the majority of students generally use Instagram (97.01%) while 28.36% use TikTok, 13.43% use Twitter and 11.94% use Facebook. Additionally, 4.48% of respondents selected "other." Two of these respondents said the social media platform they generally use is Discord. Another respondent mentioned WeChat, Bilibili, and Weibo.

Figure 6: Which @yourwusa social media accounts do you follow?



Students were able to select more than one option for this question. As represented in Figure 6, 40.63% of respondents follow WUSA's Instagram account while 3.13% of respondents each follow TikTok and Twitter. The majority of respondents (57.18%) don't follow @yourwusa on any of these social media platforms.

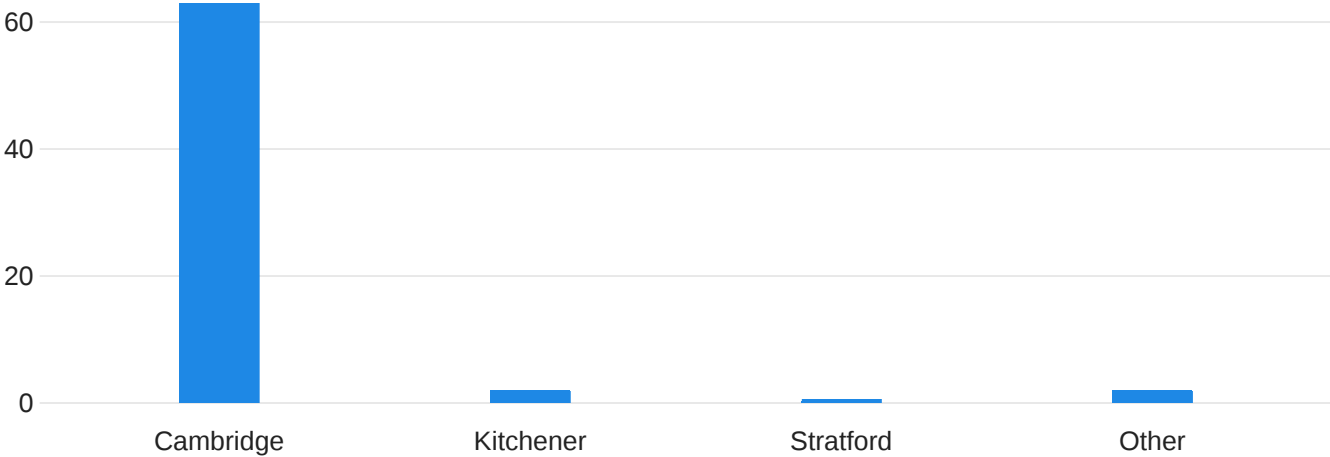
Figure 7: How would you prefer to receive information from WUSA?



In a select all that apply format, student were asked how they would prefer to receive information from WUSA; 75.76% of students said Email, 60.61% said Instagram, 7.58% said Updates on wusa.ca, 4.55% said TikTok, 1.52% each said LinkedIn and Twitter. The remaining respondent selected "other" but did not elaborate.

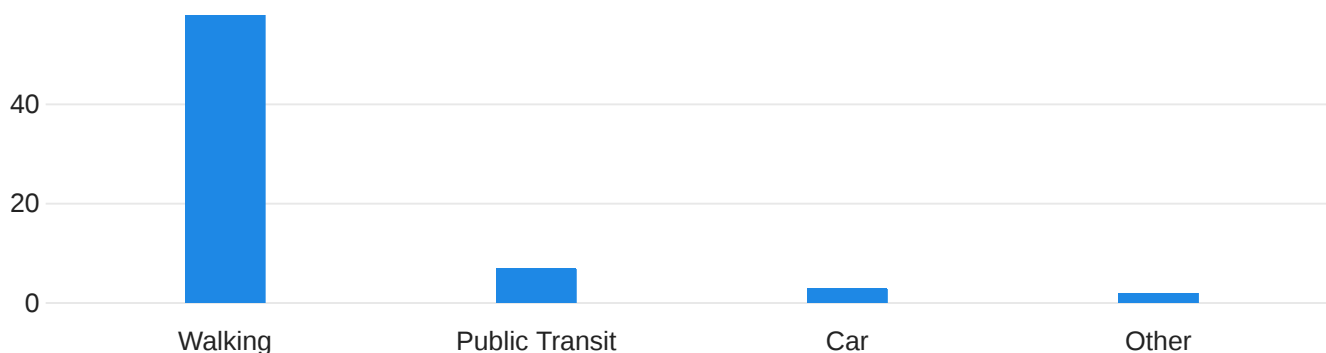
**Lifestyle**

Figure 8: Where do you live while attending school at UW Cambridge campus?



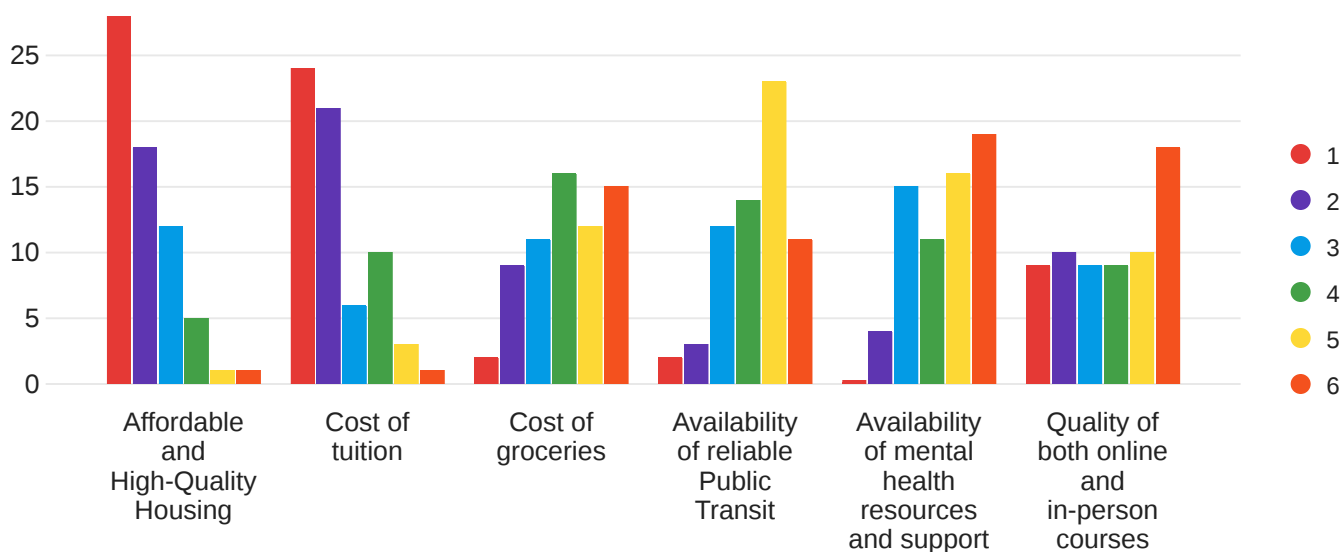
94.03% of students live in Cambridge and 2.99% live in Kitchener while attending school at UW Cambridge Campus. The remaining 2.99% of respondents selected "other." It should be noted that due to an error in the survey design, the option for "Waterloo" was not displayed to students.

Figure 9: How do you usually commute to campus?



As shown in Figure 9, the vast majority of students commute to campus by walking. 82.86% of students commute by walking, 10% commute by public transit, 4.29% commute by car, and the remaining 2.86% selected "other." One of the two respondents that selected "other" commutes by bike.

Figure 10: Please use the drag and drop feature to indicate how important you consider the following issues: (1 = most important, 6 = least important)



The average rating for "affordable and high-quality housing" was 2.02, "cost of tuition" was 2.23, "quality of both online and in-person courses" was 3.85, "cost of groceries" was 4.11, "availability of reliable public transit" was 4.32, and "availability of mental health resources and support" was 4.48. With the lowest average ratings, affordable and high-quality housing as well as the cost of tuition are, on average, the most important issues for students.