

Stratford Satellite Campus Intercept October 2022

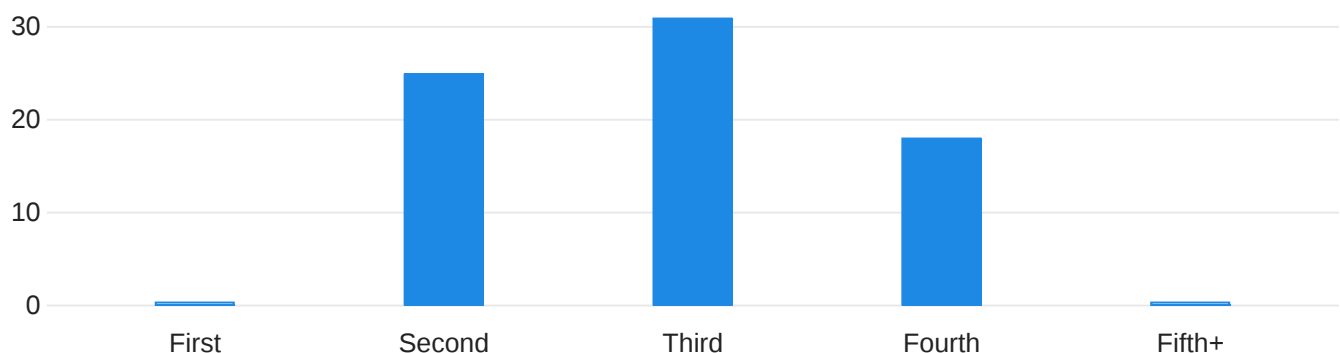
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Survey Overview

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 74 students from Stratford using this method. This report outlines the results of the survey conducted on undergraduate students from the Stratford campus.

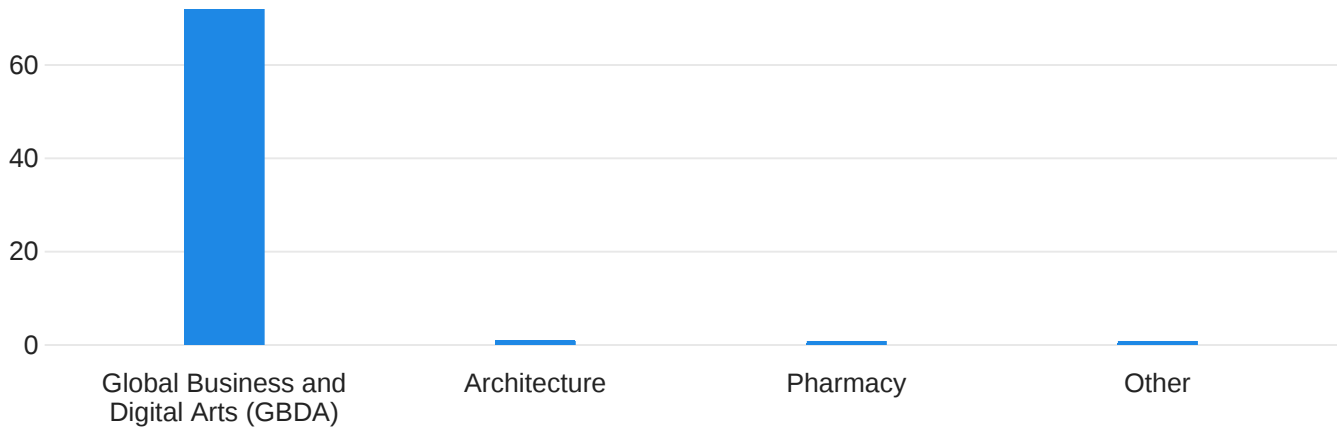
Demographics

Figure 1: Which year of study are you in?



When asked what year of study they were in, 33.78% answered they were in their second year, 41.89% answered they were in their third year and 24.32% answered they were in their fourth year. There were no respondents from first and fifth years.

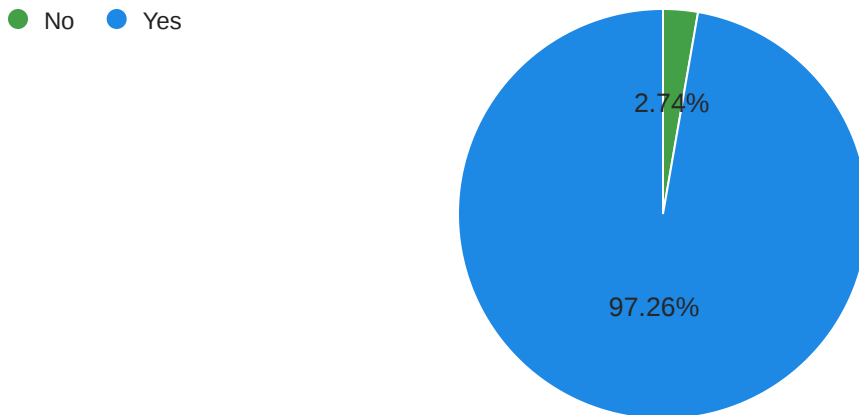
Figure 2: Which program are you in?



98.63% of respondents were in the Global Business and Digital Arts (GBDA) program. There was one respondent from the Architecture program.

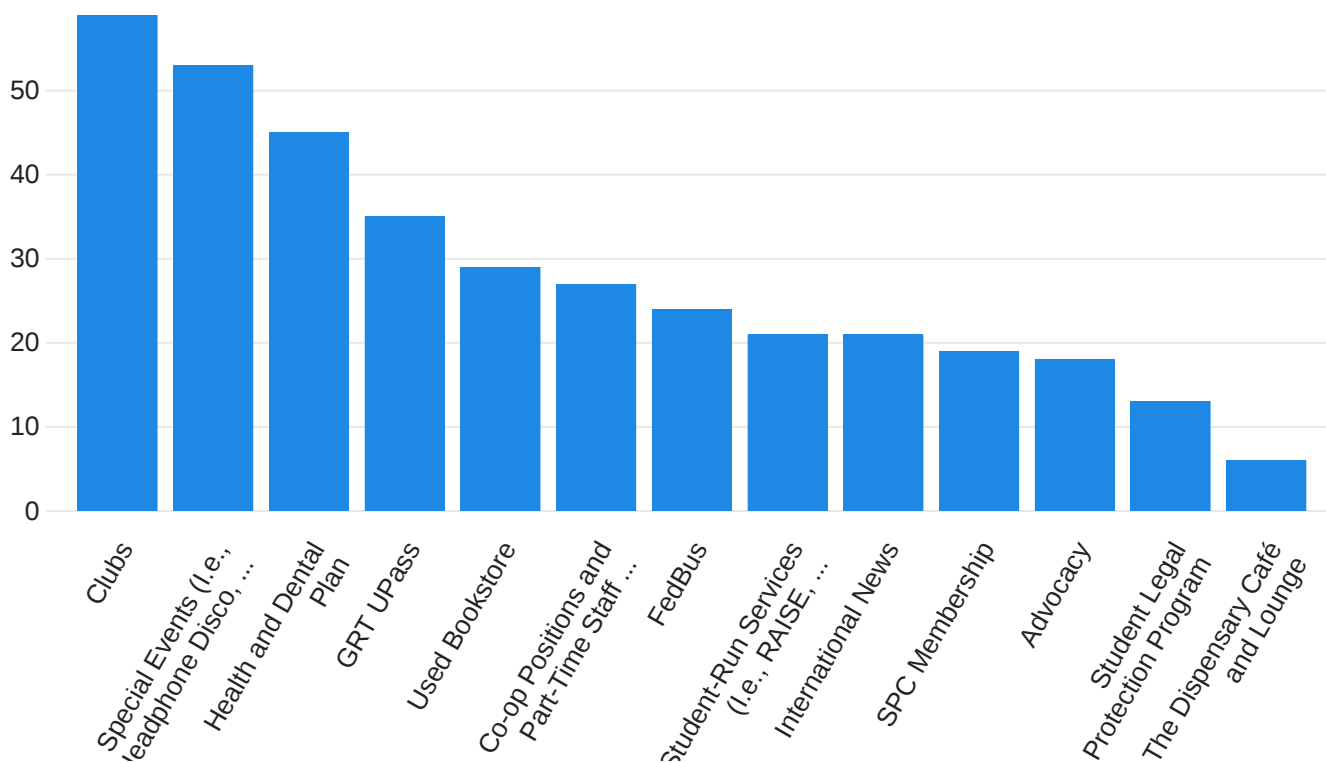
WUSA Knowledge

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



As shown in Figure 3, 97.26% of students have heard of WUSA before taking the survey while 2.74% were unaware of WUSA. All respondents that selected "no" in response to the question in Figure 3 were second-year students.

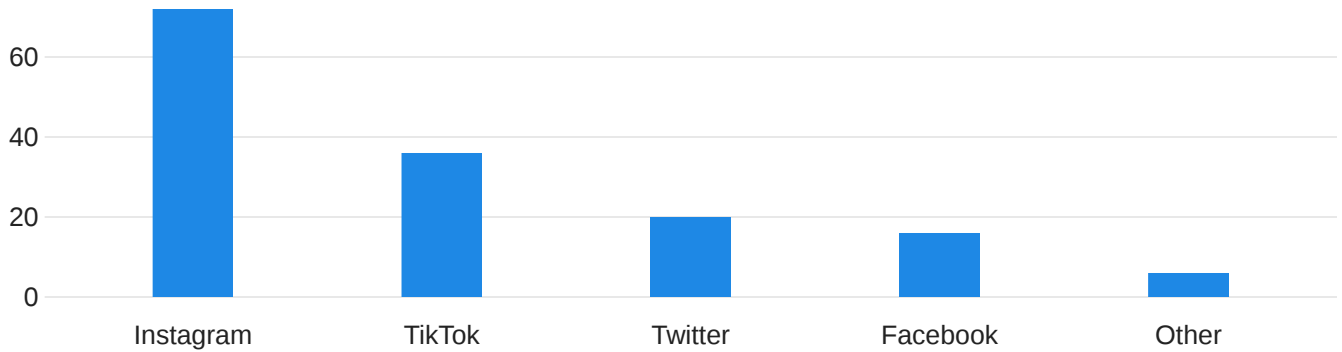
Figure 4: WUSA offers a variety of services, opportunities and resources to UW undergraduate students. Which of the following are you aware of?



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 Clubs with 83.10% of students selecting this option. This was followed by Special Events (74.65% aware), Health and Dental Plan (63.38% aware) and GRT UPass (49.30% aware). Furthermore, 40.85% were aware of the Used Bookstore, 38.03% were aware of co-op positions and PTS opportunities, 33.80% were aware of FedBus, 29.58% were aware of Student Run Services, 29.58% were aware of International News, 26.76% were aware of the SPC Membership, 25.35% were aware of advocacy, 18.31% were aware of the Student Legal Protection program and 8.45% were aware of The Dispensary Café and Lounge.

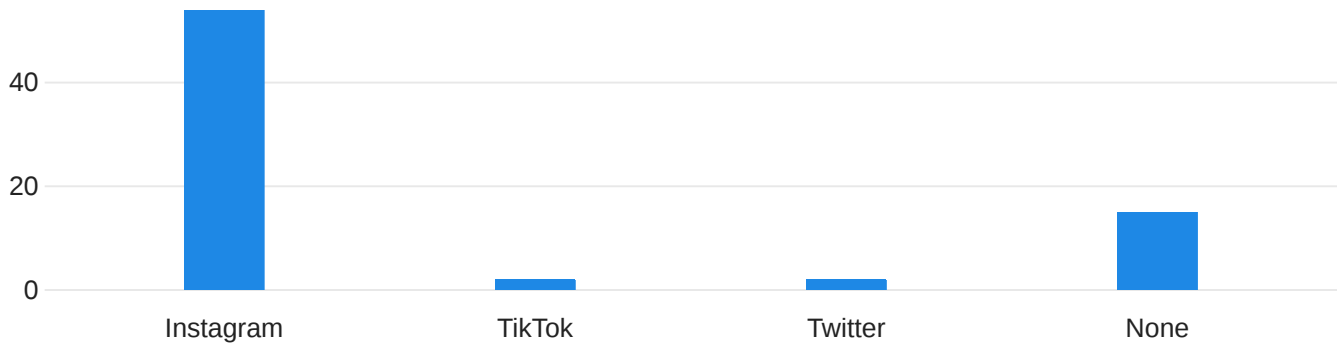
Social Media Engagement

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



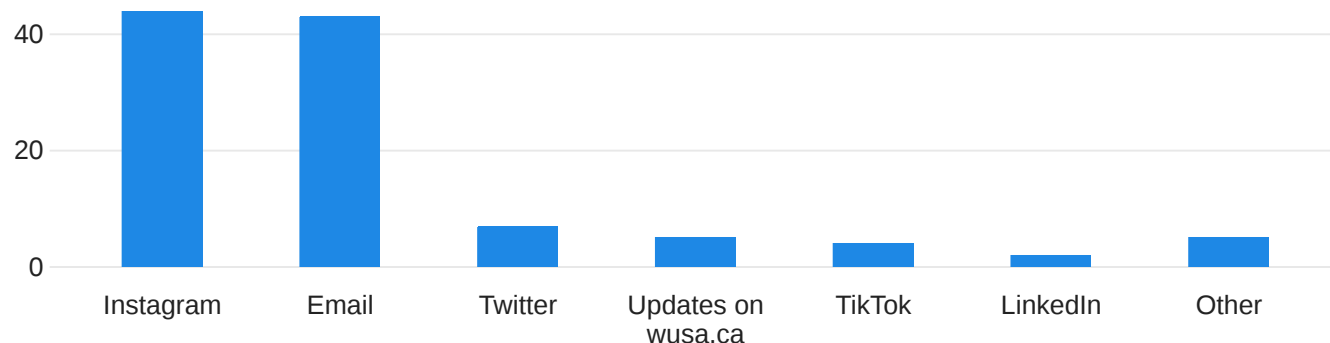
Students were able to select more than one option for this question. As represented in Figure 5, almost all students who responded to this question use Instagram (98.63%). This was followed by TikTok (49.32%), Twitter (27.40%) and Facebook (21.92%). Six respondents also selected "other." One of these respondents said the social media platform they generally use is Discord.

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, 78.26% of respondents follow WUSA's Instagram account while 2.90% of respondents each follow TikTok and Twitter. 21.74% of respondents don't follow @yourwusa on any of these social media platforms.

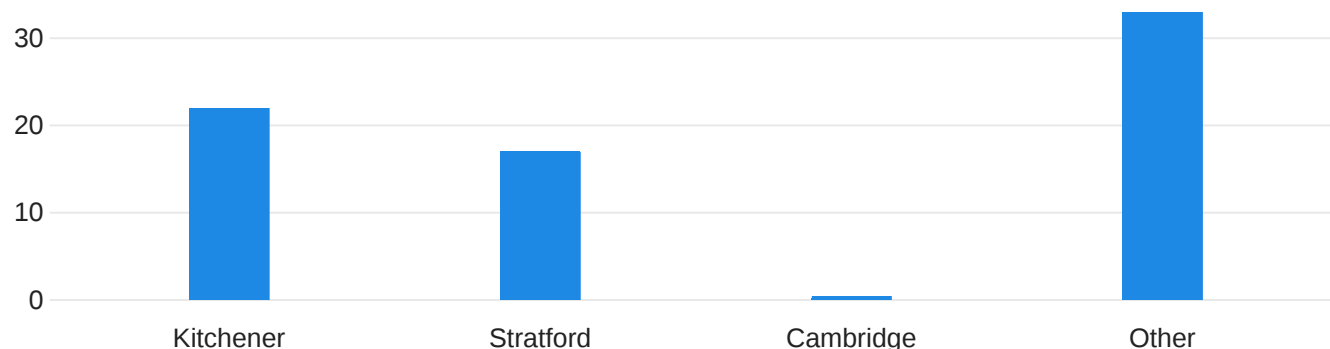
Figure 7: How would you prefer to receive information from WUSA?



In a select all that apply format, students were asked how they would prefer to receive information from WUSA; 60.27% of students said Instagram, 58.90% said Email, 9.59% said Twitter, 6.85% said Updates on wusa.ca, 5.48% said TikTok, and 2.74% said LinkedIn. 6.85% of respondents selected other but did not elaborate.

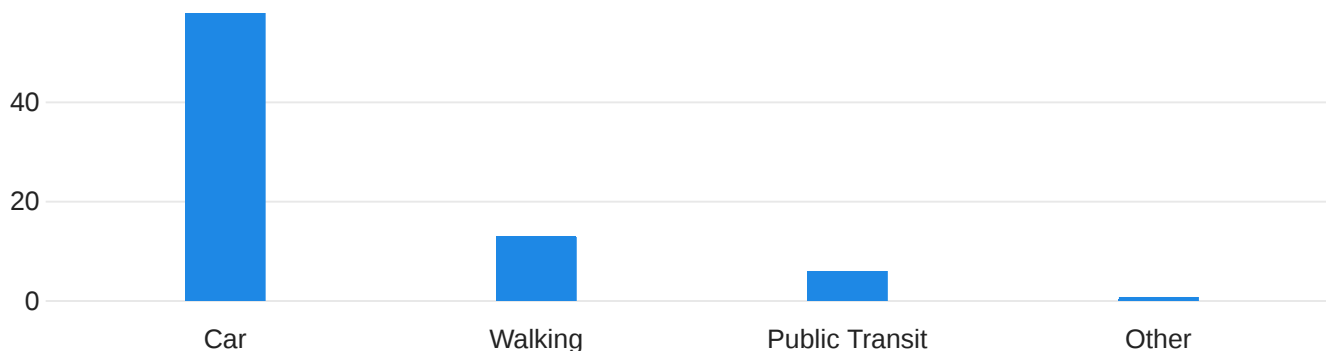
Lifestyle

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



30.56% of students stated they live in Kitchener and 23.61% stated they live in Stratford while attending school at UW Stratford Campus. It should be noted that due to an error in the survey design, the option for "Waterloo" was not displayed to students. This may explain why the remaining 45.83% of respondents selected "other." Although only five elaborated in the survey to say they lived in Waterloo, it was made clear during conversations at the intercept that most students who attend Stratford campus do in fact live in Waterloo, rather than Stratford itself.

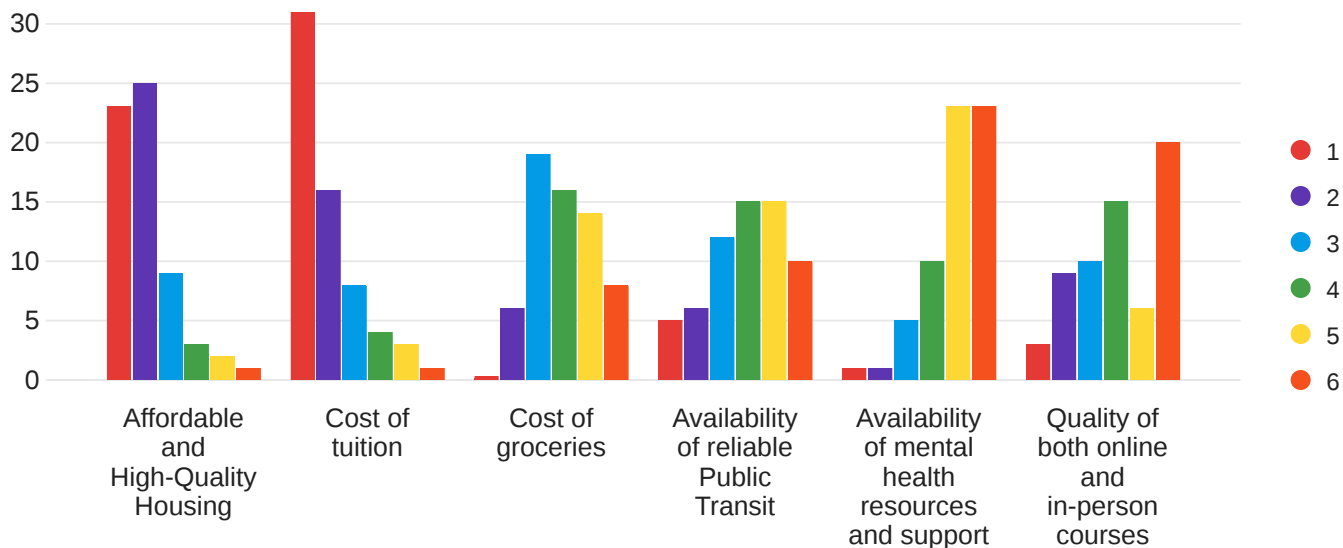
Figure 9: How do you usually commute to campus?



As shown in Figure 9, the vast majority of students commute to campus by car. 75.32% of students commute by car, 16.88% of respondents commute by walking and the remaining 7.79% commute by public transit.

Student Opinions

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



Students were then asked to rank these options from most important (rating of 1) to least important (rating of 6). The mean rating for, "cost of tuition" was 1.97, "affordable and high-quality housing" was 2.03, "availability of reliable

public transit" was 3.94, "cost of groceries" was 3.98, "quality of both online and in-person courses" was 4.14 and "availability of mental health resources and support" was 4.94. This infers that the cost of tuition and affordable and high-quality housing are generally the most important issues for most students.

Additionally, when students were asked if they have any other information they would like to share with WUSA, one respondent answered:

"The cost of tuition is too high. Quality of education during pandemic was significantly reduced and we still paid the same. Want a refund."

"Make more transit between Stratford and Waterloo."