Cornell University Housing Master Plan Survey Results

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Survey Development Team

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Table of Contents

• Graduate/Professional Student Survey Results
  – Overview
  – Top Findings

• Undergraduate Student Survey Results
  – Overview
  – Top Findings
OVERVIEW:
GRADUATE/PROFESSIONAL SURVEY
Major Survey Topics
Graduate/Professional Survey

• First Year at Cornell
  – Anticipated and actual housing
  – Decision factors and comparison to other schools

• Current Housing
  – Satisfaction
  – Family information

• Envisioning Housing
  – Preferences (location, type, size)
  – Amenities
  – Services

• Transportation/Travel to/from Campus
Survey Details
Graduate/Professional Survey

Number of students surveyed: 2,100
Number of respondents: 598
Response rate: 28%

• The survey was administered via email to a random sample of 2,100 graduate and professional students March 18 – 30, 2016.
• Profile of respondents is consistent with all Cornell graduate/professional students on measures of gender, graduate or professional school enrollment, housing location (on- or off-campus), and international/domestic origin.
# Demographic Profile of Respondents

<table>
<thead>
<tr>
<th>Population</th>
<th>Respondent Percentage</th>
<th>Cornell Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate respondents</td>
<td>72%</td>
<td>69%</td>
</tr>
<tr>
<td>Professional respondents</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>International respondents</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Female respondents</td>
<td>51%</td>
<td>44%</td>
</tr>
<tr>
<td>First-Year respondents (FY)</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Living on-campus</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Married/partnered</td>
<td>31%</td>
<td>Unknown</td>
</tr>
<tr>
<td>Living with family (e.g., children, other family members)</td>
<td>12%</td>
<td>Unknown</td>
</tr>
</tbody>
</table>
TOP FINDINGS
GRADUATE/PROFESSIONAL SURVEY
Top Findings: First Year at Cornell

Anticipated and Actual Housing

- More respondents anticipated living on campus their first year than actually did (Anticipated 32%; Actual 18%).

Decision factors and Comparison to other schools

- Proximity to Cornell (3.9 out of 5)*
- Anticipated cost of housing (3.9 out of 5)*
- *For International respondents*, access to public transportation also important (3.9 out of 5)*
- *Compared to other Institutions*: Cornell’s housing options less desirable than competing institutions (2.6 out of 5.0)**

*Rated on scale (1) not at all, to (5) very much
** Rated on scale from (1) not as desirable, (5) much more desirable
Top Findings: Current Housing

Housing Location
• Other,* Downtown, and Collegetown most popular overall neighborhoods
• Mean rent for housing and utilities $1,024; range is $991 (International) to $1,080 (Professional).

Satisfaction
• All respondents are generally satisfied (3.8 out of 5) with their current housing**

Family Information
• Most respondents were single (69%).
• Most respondents did not have children (88%).

Selected Comment
“Most housing I found was great for 20-somethings who want lots of social and shared space, or housing that was great for families with small kids, but not much in between.”

*Response options: Collegetown, Downtown, East Hill, North Campus, On Campus, Other
** Rated from (1) Not at all satisfied, to (5) very satisfied
What do you like about your current housing? (on-campus residents)

I like that my apartment is a short, relatively flat walk to campus. I also like having a private parking lot.

Utilities and maintenance is taken care of by the university, and included in the rent.
What do you like about your current housing (off-campus residents)

Being downtown, quiet

Newer housing. Free gym in the apartment complex. Free bus to campus.
Top Findings: Envisioning Housing

Preferences

• Location
  – Collegetown (24%) and Downtown (26%) were preferred locations by all respondents.
  – Professional (39%) and International (27%) respondents preferred Collegetown.
  – Graduate (31%) and US (32%) respondents preferred Downtown.

• Unit Type and Size
  – Most respondents’ ideal housing was an apartment (88%).
  – US (46%) and Professional (52%) respondents preferred one-bedroom apartments.
  – Overall, respondents preferred a smaller bedroom, larger living room (56%).
  – International respondents preferred a larger bedroom, smaller living room (55%).
Envisioning Housing

Preferences – Cost

– Maximum mean rent + utilities for desired housing was $955, lower than the current mean rent + utilities ($1024).
– Maximum mean rent range was $936 (International) to $985 (Professional).

Amenities

– Top four amenities were Wi-Fi, private bath, laundry in building, and mail/package delivery.

Services

– Top three services were all related to getting to campus: on-site bus stop, sidewalk connections to campus, and no separate parking fees.
Top Findings: Transportation

• Top modes: TCAT (38%), walk (34%), drive alone (13%)
• Mean current travel time to campus: 15 minutes.
• Maximum ideal walk to campus: 14-15 minutes.
• Maximum ideal travel time (other modes of transportation) to campus: 16 minutes.
OVERVIEW
UNDERGRADUATE SURVEY
Major Survey Topics
Undergraduate Survey

• Current Housing
  – Decision-Making
  – Involvement and Satisfaction
  – Cost

• Future Housing
  – Preferences (location, type, size)
  – Amenities
  – Services

• Transportation/Travel to/from Campus
Survey Details
Undergraduate Survey

Number of students surveyed: 3,900
Number of respondents: 1,393
Response rate: 36%

• The survey was administered via email to a random sample of 3,900 undergraduate Cornell students from March 18 – March 30.
• Profile of respondents is consistent with Cornell student population on measures of class year, race/ethnicity, international/domestic, and college affiliation.
• More on-campus residents completed the survey than off-campus residents. (All Students: 46% on-campus; Survey Respondents: 56% on-campus.)
## Demographic Profile of Respondents

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<thead>
<tr>
<th>Population</th>
<th>Respondent Percentage</th>
<th>Cornell Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Junior</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>Senior</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>On Campus</td>
<td>56%</td>
<td>46%</td>
</tr>
<tr>
<td>International</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Under-represented Minority (URM)</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Female</td>
<td>59%</td>
<td>52%</td>
</tr>
</tbody>
</table>
TOP FINDINGS
UNDERGRADUATE SURVEY
Top Findings: Current Housing

Decision-making
• Many more respondents wanted to live on campus than actually did (78% want vs. 56% actual).

Involvement and Satisfaction
• Few respondents held a leadership position within their current housing (13%).
  – The exception was in Greek housing, where 64% of respondents held a leadership position.
• Food was important to sense of community.
  – Dining had a positive impact for most respondents (78%).
  – Sophomores were more likely to indicate House Meals had a positive impact (43% Sophomore; 29% all respondents).

Selected Comment:
“The unique buildings make North Campus feel like a typical adult neighborhood rather than typical college housing.”

Notes: Anticipated housing responses add up to more than 100% because respondents could select up to two options.
Top Findings: Current Housing

Decision-Making
Critical factors when making their housing decisions this year were...

Freshmen:

– All utilities included
– Convenient access to a dining hall
– Quality and aesthetics of housing
– Cost of unit
– Proximity to classes

Upper Division:

– Cost of unit
– Live with friends
– Proximity to classes
– Single bedroom
– Quality and aesthetics of housing

Notes: Upper Division includes Sophomores, Juniors, and Seniors.
What influenced your housing choice this year?

“Wanted to live in my fraternity house.”
(Junior)

“I wanted a specific choice of housing... but did not get this choice because of the lottery system.”
(Sophomore)
Top Findings: Current Housing

Satisfaction:
• Overall satisfaction with housing was moderate.
• Off-campus residents were significantly more satisfied than on-campus residents with social interactions and good value for cost.

Selected Comment:
“I like living with my friends with no supervision.” (Off-campus Junior)

Cost:
• Current average rent + utilities for off-campus respondents was $780 per month (range was $682 to $835).
• Most respondents living in houses off campus lived with 4 or more people (66%); 7% of respondents lived alone.
• Most respondents who lived in Collegetown did not share a bedroom; half of respondents who lived in Greek Housing did not share a bedroom.
Top Findings: Future Ideal Housing

Preferences

• The most popular ideal housing design was apartments, followed by Residential College and Suite-style living (Apartments 45%; Residential College, 18%; Suite-style, 16%).
  – For Freshmen, however, Residential College and Suite-style living were preferred over apartments (Residential College 30%; Suites 24%; Apartment: 17%).
• Collegetown and on campus were the most popular locations for new housing (Collegetown 49%; on campus 36%).
  – North Campus and House System residents preferred on campus (North 57%; House System 56%).
• Maximum mean rent + utilities for ideal housing was $830.
  – This is higher than the mean rent + utilities respondents currently pay ($780).

Selected Comments:
“...Cornell should really build more on campus housing. The demand for it is clearly there.”
“I feel that the condition of off-campus housing in Collegetown is abysmal.”
Top Findings: Future Ideal Housing

Amenities

• All respondents prioritized Wi-Fi, mail/package delivery, quiet place to study, laundry in unit, and dining nearby in their top 5 features for ideal housing.

• Differences in priorities for new construction were more pronounced among preferred housing type than class year.
  – Respondents who chose *apartment* as their ideal housing type were significantly less likely to prioritize programmatic features than those who chose on-campus housing.
  – Respondents who chose *apartment* were more likely to prioritize private bath than those who chose on-campus housing.
Top Findings: Future Ideal Housing

Services/Program
• All respondents indicated a desire for more on-campus housing, including apartments for Upper Division (Sophomores, Juniors, and Seniors) students and additional houses like the House System.
  – More Upper Division respondents indicated there should be additional Cornell housing options in Collegetown.
• Respondents who chose apartment as their ideal housing type were significantly less likely to prioritize on-campus undergraduate housing and option to stay in place on-campus more than 1 year or all 4 years than respondents who chose on-campus housing.

Selected comment:
“Most people just want a nice place to live that isn't an apartment that is run by a Collegetown slum lord where it is clean and has access to typical dorm amenities like a dining hall, laundry, etc.”
Top Findings: Transportation

• Most respondents walk (63%) to campus.
• Current average travel time to campus for all respondents was 14 minutes.
• The maximum walk to campus respondents would consider was 16 minutes.
• The maximum travel time to campus respondents would consider (other modes of transportation) was 12 minutes.