



Cornell University

Student and Campus Life

# Cornell University Housing Master Plan Survey Results

**Spring 2016**



# Survey Development Team

## Leslie Meyerhoff

- Director Assessment and Planning
- Student and Campus Life
- Cornell University

## Rena Cheskis-Gold

- Founder and CEO
- Demographic Perspectives, LLC



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# **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

Population	Respondent Percentage	Cornell Percentage
Graduate respondents	72%	69%
Professional respondents	28%	31%
International respondents	44%	42%
Female respondents	51%	44%
First-Year respondents (FY)	38%	39%
Living on-campus	18%	10%
Married/partnered	31%	Unknown
Living with family (e.g., children, other family members)	12%	Unknown



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# **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*







# 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.



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# **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

Population	Respondent Percentage	Cornell Percentage
Freshman	28%	23%
Sophomore	25%	25%
Junior	22%	25%
Senior	25%	27%
On Campus	56%	46%
International	9%	10%
Under-represented Minority (URM)	24%	21%
Female	59%	52%



# **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...
  - Cost of unit (4.1)
  - Proximity to classes (4.0)
  - Live with friends (3.9)
  - Quality and aesthetics of housing (3.9)

Notes: Scale (1) Not at all important, to (5) Very important.





# 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.