



Cornell University

Student and Campus Life

Cornell University Housing Master Plan Survey Results

Spring 2016



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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

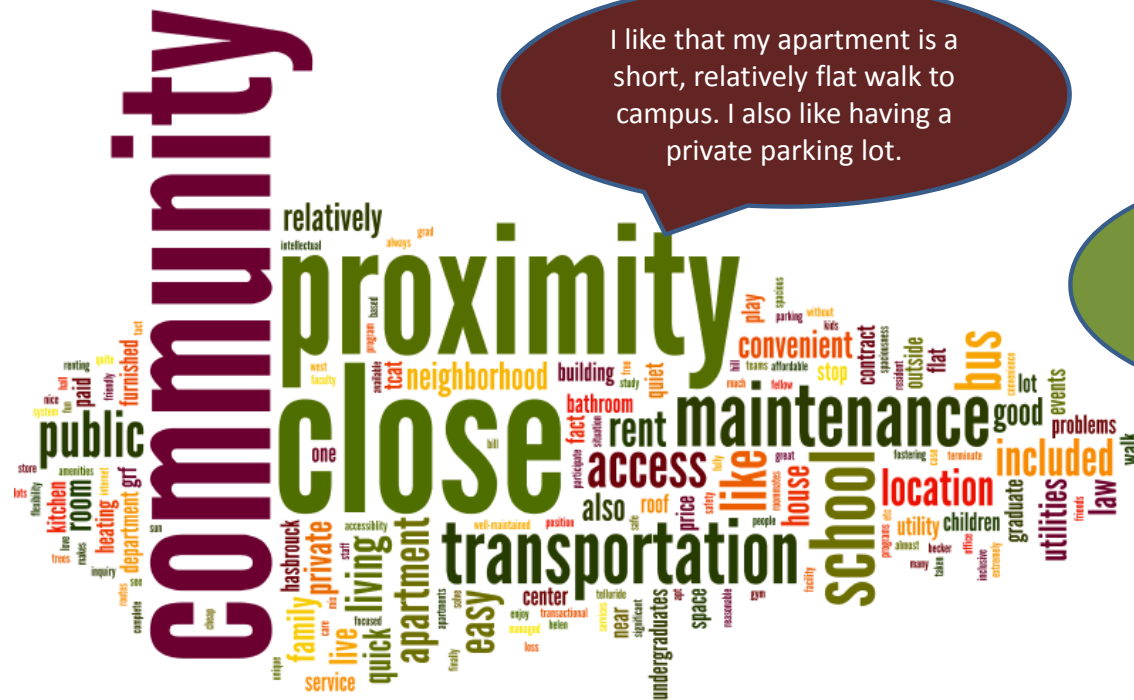
"Most housing I found was great for 20-somethings who want lots of social and shared space, or housing that was great for families with small kids, but not much in between."

**Response options: Collegetown, Downtown, East Hill, North Campus, On Campus, Other*

*** Rated from (1) Not at all satisfied, to (5) very satisfied*



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



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...

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.



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.