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UW-River Falls Transportation-Campus Amenities: 2017 Survey Report

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Survey Research Center Report 2017/24
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Staff working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank our SRC colleagues Denise Parks and Jim Janke for their assistance with this project. We would also like to thank the UWRF students, faculty, and staff for participating in the survey.

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Executive Summary

In October 2017, the University of Wisconsin-River Falls' Office of Sustainability worked with the Survey Research Center (SRC) at UWRf to gather information about how and when faculty/staff and students travel to campus. Another objective of the survey was to measure usage patterns of and satisfaction with campus facilities and amenities available to students. A survey instrument was adapted from an earlier 2005 UWRf transportation study.

In early October, a survey link was sent to a randomly selected group of 2,527 UWRf students and all 813 faculty/staff for a total of 3,340 recipients. Two additional reminders were sent to non-respondents. A combined total of 729 usable surveys were received from UWRf students and faculty/staff (22% response rate).

- There were 316 faculty/staff responses, or 39% of those invited to participate. For a population of 813, 316 responses should produce estimates that are accurate to within +/- 4.3% with 95% confidence.
- There were 413 responses from students, or 16% of those invited. For a population of 6,064 (total student population), 413 responses should produce estimates that are accurate to within +/- 4.7% with 95% confidence.

Any survey has to be concerned about non-response bias – the situation where those who don't respond to a survey have systematically different opinions than those who responded. Based on a standard statistical approach, there is little evidence that non-response is a problem with the dataset. **Appendix A** describes the approach to testing for non-response bias and the results. Respondents also provided written comments, which are included in **Appendix B**. Data summaries for each quantitative survey question are in **Appendix C**.

Key findings included in this report include the following:

Profile of Respondents

A majority of survey respondents were female. Most students were under the age of 25 and approximately two-thirds of faculty/staff were 45+. Freshmen completed the survey more than other class levels and CAFES students participated at higher proportions than students from other colleges (**Table 1**).

UWRf Affiliation and Housing Situation

Of the 729 respondents, 57% were students and 43% were faculty/staff/administrators (**Figure 1**). Similar percentages of survey respondents (ranging from 30% - 36%) live off-campus in the 54022 zip code, live off-campus outside of the 54022 zip code, and live on-campus in a residence hall (**Figure 2**).

Commuting Practices

The most frequent mode of transportation to campus is driving alone (**Figure 3**). Most survey respondents have access to a car or truck (**Figure 4**). The highest percentage of respondents drive a motorized vehicle to campus five days per week (**Figure 5**). About one-quarter of respondents live within two miles of campus and a comparable proportion live more than twenty miles from campus (**Figure 6**). The peak arrival time to campus is 7am-8am (**Table 2**). The peak departure time from campus is 4pm-5pm (**Table 3**).

University Center

A substantial proportion of student respondents visit the University Center on a frequent basis (**Figure 7**). The two services/amenities used most often by students who visit the University Center are dining locations and printing services (**Figure 8**).

Open (General Access) Computer Labs and Loaner Laptop Computers

Sixty-five percent of student respondents say they do not use open (general access) computer labs on campus (**Figure 9**). A majority of respondents said that the number of open computer labs meets their needs (**Figure 10**). Most respondents who indicated that they use open computer labs say they are available when needed (**Figure 11**). A slight majority of respondents who currently do not use open computer labs wouldn't use them even if they were available at different times (**Figure 12**). More than three-fourths of student respondents are satisfied with the current locations of open computer labs (**Figure 13**). Respondents who indicated they would prefer additional locations of open computer labs were most interested in additional computer labs in academic buildings (**Figure 14**).

Very few student respondents have used loaner laptop computers available on campus (**Figure 15**). Those who have used loaner laptops generally agreed that they met their needs (**Figure 16**). Even if other types of computers were available to borrow, most respondents would not use loaner computers or were not sure if they would (**Figure 17**).

Chalmer Davee Library

A slight majority of student respondents use the Library infrequently or not at all (**Figure 18**). Those who visit the Library were more likely to do so in the afternoon (**Figure 19**). Approximately two-thirds of student respondents who visit the Library agree or strongly agree that the Wi-Fi coverage in the Library meets their needs (**Figure 20**). The two services/amenities used the most by Library visitors are study space and computers (**Figure 21**).

Student Employment

Thirty-five percent of students are employed off-campus outside of River Falls, 20% are employed on-campus, and 11% are employed off-campus within River Falls. (**Figure 22**). Most employed students need a vehicle to get to their jobs (**Figure 23**) and most drive alone to their jobs (**Figure 24**).

Survey Purpose and Methods

The Sustainability Office at the University of Wisconsin-River Falls (UWRF) initiated this survey to estimate commuting activity. Commuter information is used to complete annual reports for the Office of Sustainability including the Greenhouse Gas Inventory and the Sustainability Tracking, Assessment, and Rating System (STARS). This information provides benchmarks and determines areas for improvement.

Another objective of the survey was to gain a better understanding of student usage and satisfaction with a variety of campus facilities and amenities such as the University Center, Chalmer Davee Library, general access computer labs, and loaner computers.

A questionnaire used in a 2005 UWRF transportation study was redesigned in 2017 by the authors of this report and Mark Klapatch, UWRF's Sustainability and Custodial Supervisor. The survey was created using Qualtrics survey software. The survey instrument was reviewed by various members of the campus community prior to its dissemination.

The survey did not require an answer to every question. Respondents were required to define their affiliation with the university as either an undergraduate student, graduate student, or faculty/staff/administrator. Respondents also had to indicate if they live on campus in a residence hall, off campus in River Falls, or off campus outside of River Falls. Survey questions varied based on a respondent's current affiliation with UWRF and where they live while attending/working at UWRF. Thus, each question may have a different number of responses.

The Survey Research Center (SRC) at UWRF distributed the survey to all faculty and staff (813 recipients) and to a randomly selected group of students (2,527 recipients). The official launch date was October 3, 2017. Two additional reminders to take the survey were sent to non-respondents on October 6, 2017 and October 11, 2017. The official close date of the survey was October 13, 2017. A total of 729 completed responses were received for a response rate of 22%.

- 316 faculty/staff completed the survey for a response rate of 39%. Given a population of 813, 316 responses should produce estimates that are accurate to within +/- 4.3% with 95% confidence.
- 413 students completed the survey for a response rate of 16%. Given a population of 6,064 (total student population), 413 responses should produce estimates that are accurate to within +/- 4.7% with 95% confidence.¹

Respondents were entered into a prize drawing to win a gift card from the Falcon Shop. The respondent chosen to receive the prize was selected using a random number generator.

¹ Faculty/staff and student email addresses provided by UWRF's Office of Institutional Research, 9-14-17.

The SRC used statistical tests to identify questions with statistically significant differences across demographic groups (UWRF affiliation, gender, age, class year in school, and college of first major).

*In statistics, a result is called **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the estimated difference in average values between two groups is not real. It does not mean the difference is necessarily large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. **Response patterns that vary at statistically significant levels ($p < .05$) will be noted in the report.***

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the 2017 UWRF Transportation-Campus Amenities Survey. Faculty/staff and students were asked their gender and age. Students were asked additional questions pertaining to their class year in school and the college of their first major. Data from campus reports are included for comparative purposes.² Overall, a large majority of respondents (approximately 7 in 10) were female. As expected, most students were under the age of 25 and approximately two-thirds of faculty/staff were 45+. More freshmen completed the survey than other class levels and CAFES students participated in higher proportions than students from the other colleges.

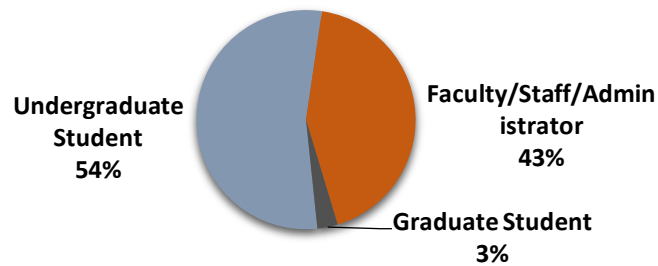
Table 1: Demographic Profile of 2017 UWRF Transportation-Campus Amenities Survey Respondents								
Faculty/Staff and Student Demographics								
Gender	Count	Male	Female	Other				
Students	412	23%	76%	1%				
Faculty/Staff	315	36%	62%	2%				
Age Range	Count	18-24	25 – 34	35 - 44	45 - 54	55 - 64	65+	
Students	412	90%	7%	2%	1%	0%	0%	
Faculty/Staff	315	3%	13%	21%	32%	27%	5%	
Student Demographics Only								
Class Year	Count	Freshman	Soph	Junior	Senior	Grad Stu	Non-Deg	Other
2017 Sample	412	31%	21%	19%	23%	4%	0%	2%
Enrollment ²	5,931	27%	19%	19%	25%	7%	3%	---
College	Count	CAFES	CAS	CBE	CEPS	Undeclared	Other	
2017 Sample	412	35%	29%	11%	21%	2%	1%	
Enrollment ²	5,931	24%	32%	15%	15%	4%	---	

² Enrollment by College and Academic Level (CDR Data, Fall 2016), Office of Institutional Research.

UWRF Affiliation and Housing Situation

Current UWRF Affiliation. Respondents were asked to describe their current affiliation with UWRF. As noted earlier in the report, survey questions varied based on a respondent's current affiliation with UWRF. Figure 1 shows the percentage of UWRF students, faculty, staff, and administrators that participated in the survey. Of the 729 respondents, 57% were students and 43% were faculty/staff/administrators.

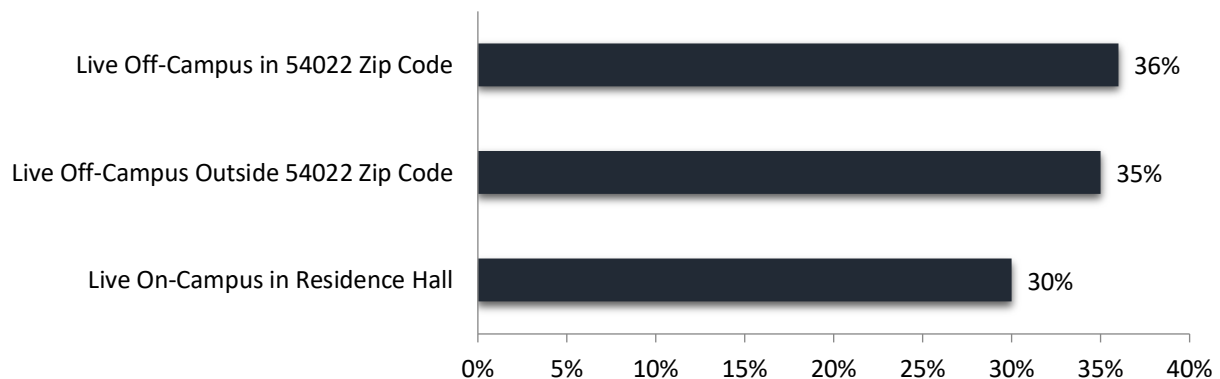
Figure 1: Current Affiliation with UW-River Falls
n = 729



Zip Code. Respondents were asked what the zip code is of their residence while attending/working at UWRF. The results show the majority of the UWRF community (58%) originating in the city of River Falls with a 54022 zip code. Given the large distribution of answers received for this question, responses and a density map can be found in Appendix B, Question 2.

Housing Situation While Attending/Working at UWRF. Respondents were asked to describe their housing situation while attending/working at UWRF (Figure 2). Survey questions varied based on where a respondent lives while attending/working at UWRF. Similar percentages of respondents live both within and outside the 54022 zip code. Thirty percent of respondents live on-campus in a residence hall.

Figure 2: Housing Situation While Attending/Working at UW-River Falls
n = 729

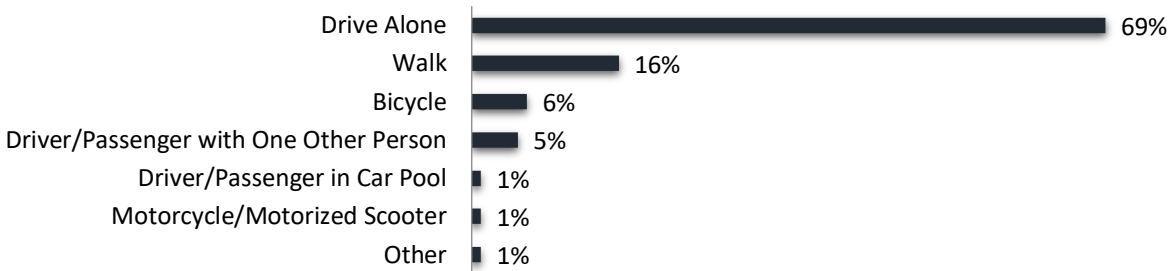


Commuting Practices

How Respondents Commute to Campus. All survey respondents (except for those who indicated they live on campus in a residence hall) were asked to indicate which mode of transportation they use most frequently to travel to campus (Figure 3).

Figure 3: Most Frequent Mode of Transportation to Campus

n = 512



The results show that 69% of UWRf respondents drive alone to campus. The second highest response was walking at 16%. The selections that received the least amount of responses were motorcycling/motorized scooter (4 respondents) and carpooling (2 respondents). Of the two carpooling respondents, both said their carpooling consists of two other people besides themselves.

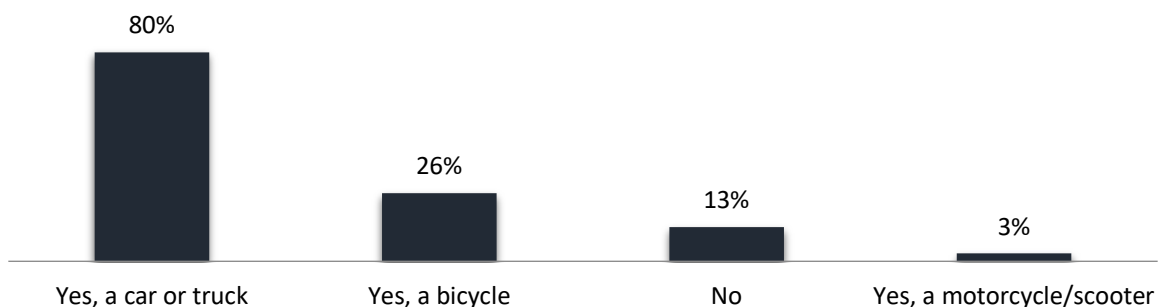
- Respondents 25 and older were much more likely to drive alone to campus.
- Faculty/staff were much more likely to drive alone to campus.

Motorized Vehicles Available for Use. All survey respondents were asked if they usually have a vehicle/bike/motorcycle/scooter available for their use. From the list of options, survey respondents were asked to mark all that apply (Figure 4). Most respondents (8 in 10) had a car or truck available for usage. Approximately one-fourth had a bicycle available for usage.

Figure 4: Has a Vehicle/Bike/Motorcycle/Scooter Available for Use

Could Mark All That Apply

n = 728



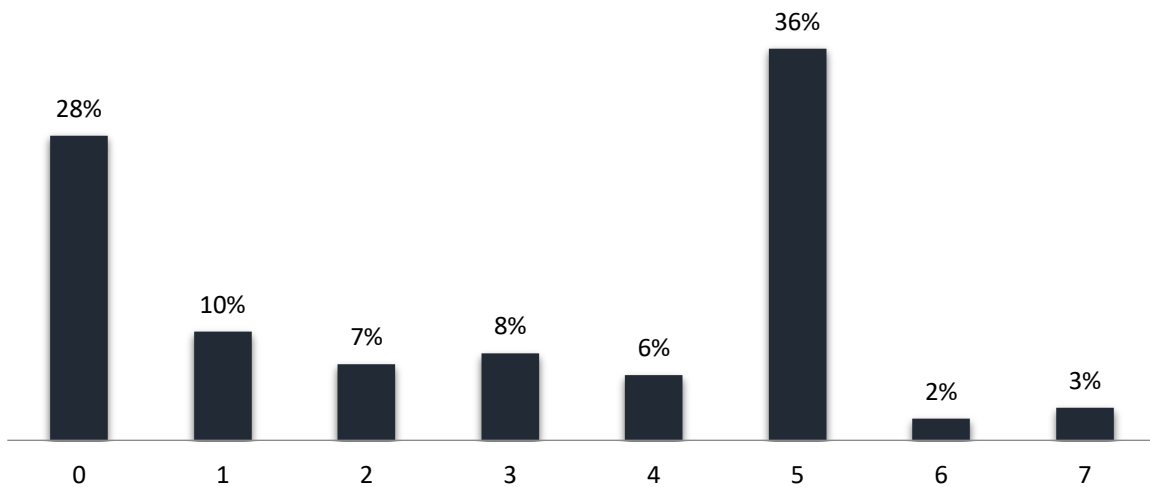
Statistical differences regarding data shown in Figure 4 include:

- Respondents 25 and older were more likely to have access to a car or truck.
- Faculty/staff were more likely to have access to a car or truck.
- Respondents under the age of 25 were more likely to have a bicycle available to use.

Frequency of Driving Motorized Vehicle to Campus per Week. All survey respondents were asked how often per week they typically drive a motorized vehicle to campus (Figure 5). Not surprisingly, the highest percentage of respondents drive a motorized vehicle to campus five days per week. The results in Figures 2 and 5 are generally consistent. Thirty percent of survey respondents live on-campus in a residence hall, and 28% report they do not drive to campus at all each week.

Figure 5: Frequency of Driving Motorized Vehicle to Campus in Days

n = 728



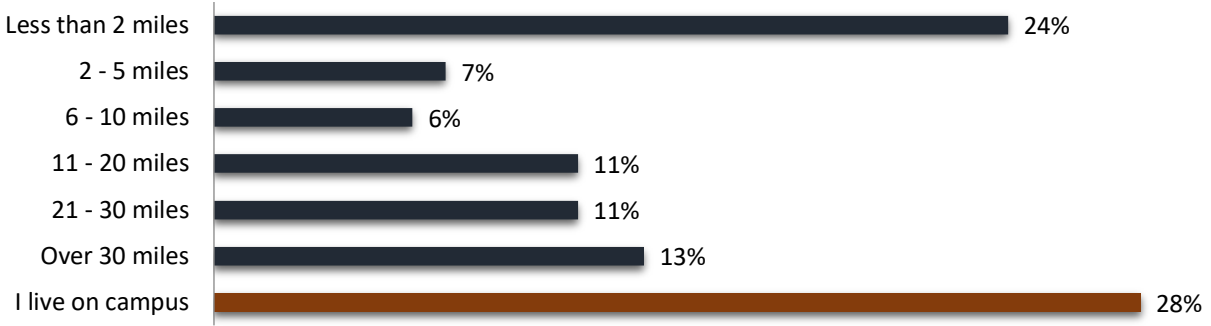
Differences regarding the frequency of driving a motorized vehicle to campus:

- Respondents 25 and older were more likely to drive a motorized vehicle at least 5 days per week to campus.
- CAFES students were more likely to say they do not drive a motorized vehicle to campus at all in a typical week.
- CAS students were more likely to drive at least 5 days to campus.
- Juniors are more likely to drive at least 5 days per week to campus.

Distance from UWRF. Respondents were asked how many miles (one way) it is to campus from their residence (Figure 6). Approximately one-fourth of respondents live within two miles of UWRF (24%) with a similar percentage (24%) living more than twenty miles from campus.

Figure 6: Miles to Campus from Residence

n = 729



Statistical difference in miles to campus from residence:

- CBE students were more likely to live over 20 miles from campus.

Hours of Arrival. Participants were asked to select times that they arrive on campus during each week day.³ The choices for arrival time began with before 7am and had hourly selections until after 2pm. The purpose of this question was to assess the peak travel times of the UWRF community on and around the campus.⁴ Table 2 shows that the 7am-8am hour is the peak arrival time to UWRF. The 8am-9am is the second busiest. The arrival times drop-off dramatically throughout the morning and early afternoon.

Table 2: Arrival times To Campus										
	<7am	7am - 8am	8am - 9am	9am - 10am	10am- 11am	11am- Noon	Noon- 1pm	1pm - 2pm	After 2pm	N/A
Monday	10%	39%	24%	6%	6%	3%	2%	1%	2%	9%
Tuesday	11%	38%	22%	7%	4%	3%	2%	2%	3%	9%
Wednesday	10%	38%	24%	7%	5%	3%	2%	0%	2%	8%
Thursday	10%	37%	23%	7%	5%	3%	2%	1%	2%	9%
Friday	10%	38%	23%	6%	5%	3%	1%	1%	1%	12%
AVERAGE	10%	38%	23%	7%	5%	3%	2%	1%	2%	9%

³ Arrival to and departure from campus times were not asked of students living on-campus in a residence hall.

⁴ Within one hour of the survey's launch, it was noted that the 9am-10am time selection was omitted and was corrected immediately.

Differences regarding arrival time to campus:

- Respondents 25 and older were more likely to arrive before 8am.
- Faculty/staff were more likely to arrive before 8am.
- CAFES students were more likely to arrive before 8am.

Hours of Departure. Participants were asked to select times that they depart from campus during each week day. The choices for departure time began with before 2pm and had hourly selections until after 8pm. The purpose of this question was to assess the peak travel times of the UWRF community on and around the campus. Table 3 shows that the 4pm-5pm hour is the peak departure time from UWRF. The 3pm-4pm and 5pm-6pm timeframes are tied for the second busiest departure times.

Table 3: Departure Times From Campus									
	Before 2pm	2pm - 3pm	3pm - 4pm	4pm - 5pm	5pm - 6pm	6pm - 7pm	7pm - 8pm	After 8pm	N/A
Monday	8%	13%	14%	30%	15%	4%	3%	4%	8%
Tuesday	11%	8%	15%	29%	16%	4%	4%	4%	9%
Wednesday	10%	11%	14%	30%	16%	4%	3%	6%	7%
Thursday	10%	8%	16%	30%	17%	4%	3%	4%	9%
Friday	14%	14%	14%	29%	12%	4%	1%	1%	12%
AVERAGE	11%	11%	15%	30%	15%	4%	3%	4%	9%

Differences regarding departure times from campus:

- Faculty/staff were more likely to depart between 4pm and 5pm.
- CAFES and CAS students were more likely to depart after 5pm.
- Males were more likely to depart after 5pm than females.

Overall summary of the Commuting Practices section:

- *Approximately 7 in 10 respondents drive alone to campus.*
- *Eighty percent of respondents have a car or truck available for use.*
- *In a typical week, the highest frequency (in days) of driving to campus is 5 days.*
- *Approximately one-fourth of respondents live within two miles of UWRF (24%) with a similar percentage (24%) living more than twenty miles from campus.*
- *The 7am-8am hour is the peak arrival time to UWRF*
- *The 4pm-5pm hour is the peak departure time from UWRF.*

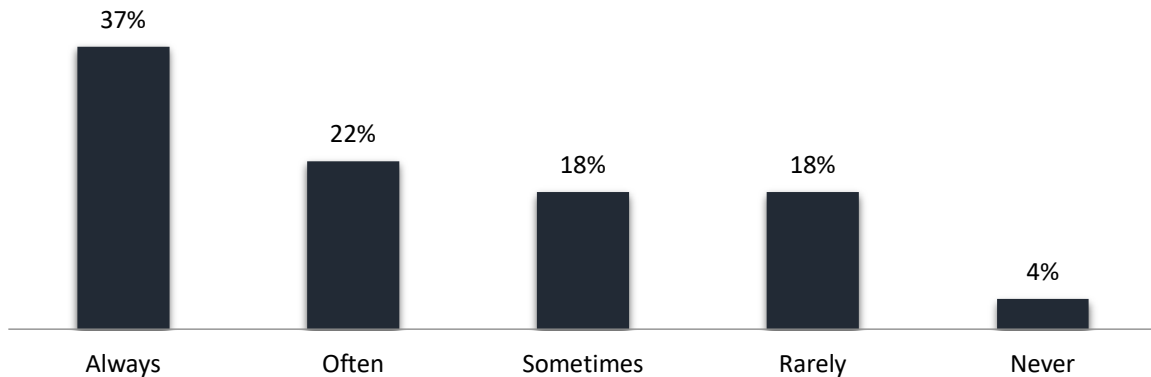
The UWRf Transportation-Campus Amenities Survey collected information about student usage of and satisfaction with a variety of campus facilities and amenities such as the University Center, Chalmer Davee Library, general access computer labs, and loaner computers.

University Center

Visiting the University Center. Figure 7 shows the frequency in which student respondents reported visiting the University Center at UWRf. A substantial proportion of student respondents always visit the University Center (37%) or visit it often (22%). Nearly one-fourth or students said they rarely (18%) or never (4%) visit the University Center.

Figure 7: Frequency of Visiting the University Center

n = 414



Statistical differences in the frequency of visiting the University Center:

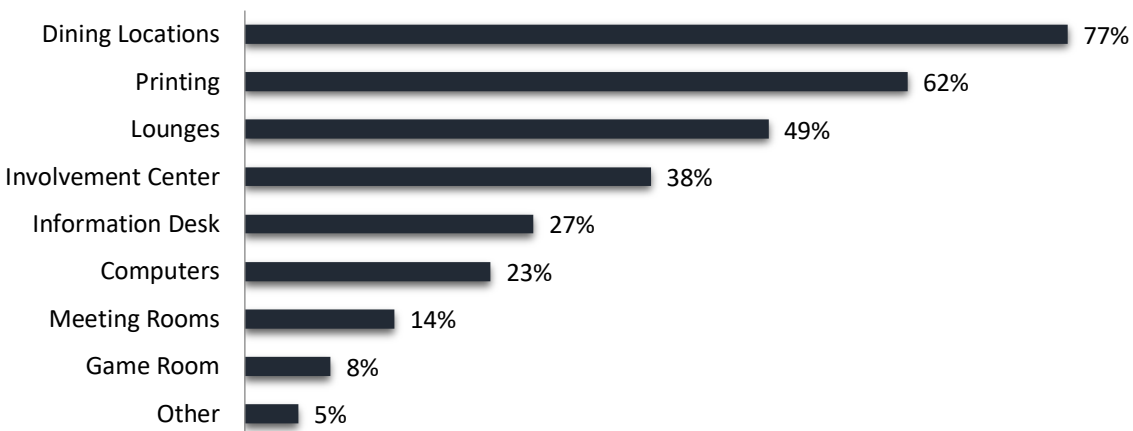
- COEPS students visit the University Center more frequently.
- Freshmen visit the University Center more frequently.

University Center Services/Amenities. Student respondents who visit the University Center were asked which services/amenities they use in the University Center (Figure 8). From the list of options, survey respondents were asked to mark all that apply. For those who chose the “other” option, respondents were asked to specify other services/amenities (not listed) that they use in the University Center (please see Appendix B, Question 12 for other comments). A substantial majority of student respondents use dining locations (77%) and printing services (62%) at the UC. Approximately one-half of respondents use University Center lounges. More than one-fourth of respondents report using the information desk (27%) and the Involvement Center (38%).

Figure 8: Services/Amenities Used at the University Center

Could Mark All That Apply

n = 389



Statistically significant differences regarding the usage of University Center services/amenities:

- Females are more likely to use the University Center’s dining locations, computers, Involvement Center, lounges, and printing services.
- Freshmen are more likely to use dining locations, Involvement Center, and lounges.
- COEPS students are more likely to use lounges.
- Sophomores are more likely to use printing services.
- Seniors are more likely to use meeting rooms.

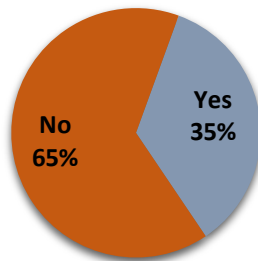
Overall summary of the University Center section:

- *Approximately 6 in 10 student respondents visit the University Center frequently.*
- *Nearly one-fourth of students said they rarely or never visit the University Center.*
- *The two services/amenities used most frequently at the University Center are dining locations and printing services.*

Open (General Access) Computer Labs and Loaner Laptop Computers

Open (General Access) Computer Labs Usage. Student respondents were asked if they use the open computer labs on campus. As shown in Figure 9, nearly two-thirds of student respondents do not use open computer labs on campus.

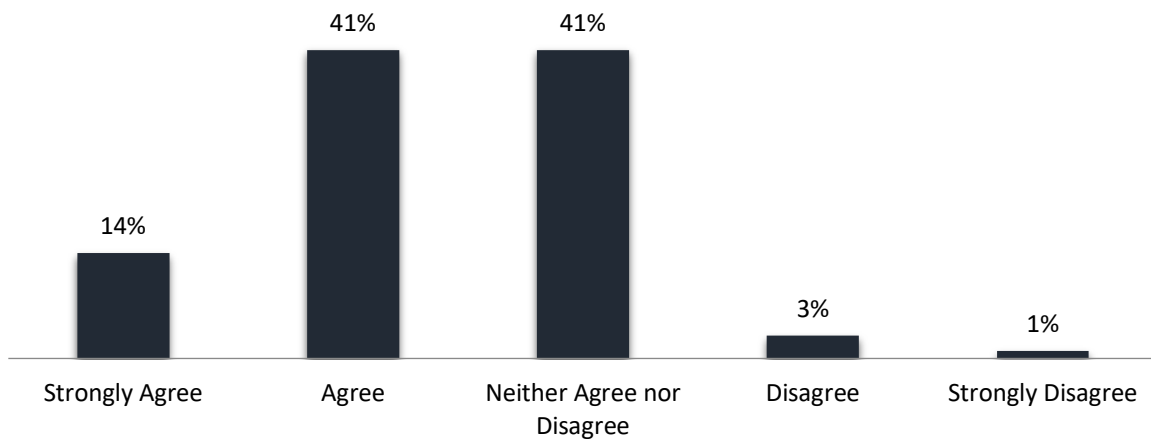
Figure 9: Use Open (General Access) Computer Labs on Campus
n = 412



- Seniors were more likely to say they use open computer labs.

Computer Labs Meets Needs. Student respondents were asked if the number of open (general access) computer labs on campus meets their needs (Figure 10). A slight majority (55%) said that they strongly agree (14%) or agree (41%) that the number of labs meets their needs. A substantial proportion of student respondents neither agree nor disagree that the number of open computer labs meets their needs which suggests these respondents may not have had occasion to use open computer labs.

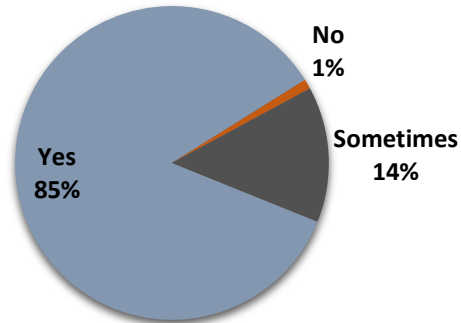
Figure 10: Number of Open Computer Labs Meets Needs
n = 412



Open (General Access) Computer Labs Availability. Respondents who indicated that they use open computer labs were asked if the computer labs are available during the times they need to use them (Figure 11). Most respondents to this question said that computer labs are available when they are needed.

Figure 11: Open Computer Labs Are Available When Needed

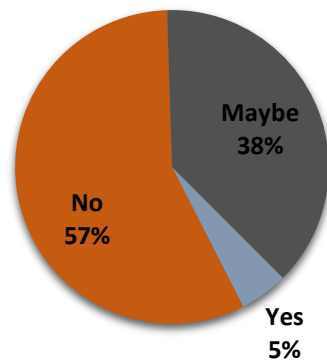
n = 147



Would Use Open Computer Labs If They Were Available At Different Times. Respondents who indicated that they do not use open computer labs were asked if they would use open computer labs if they were available at different times (Figure 12). Altering the hours computer labs are available would not cause a majority of those who currently do not use open computer labs to start using them. However, more than one-third of current non-users (38%) said they would use open computer labs if they were available at different times.

Figure 12: Would Use Open Computer Labs If Available At Different Times

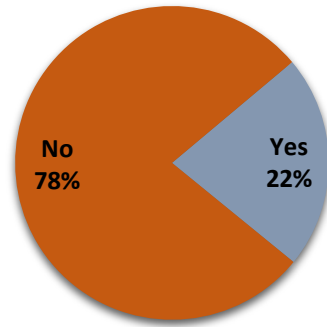
n = 266



Prefer Other Open Computer Lab Locations. All student survey respondents were asked if they would prefer other locations for open computer labs (Figure 13). More than three-fourths of respondents appear to be satisfied with the current locations of open computer labs.

Figure 13: Prefer Other Locations for Open Computer Labs

n = 409

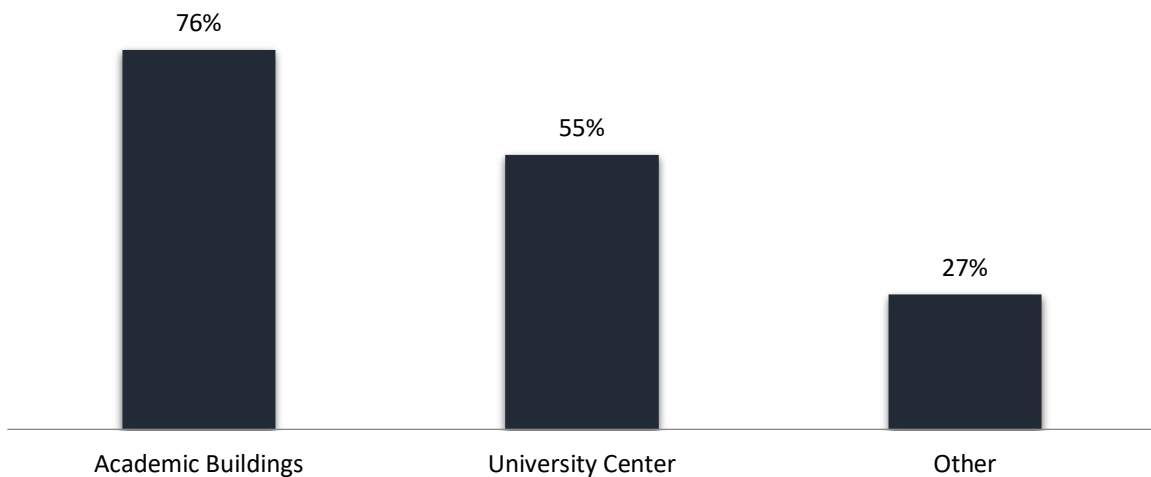


Other Locations Preferred for Open Computer Labs. Respondents who indicated that they would prefer other locations for open computer labs were asked in what other locations they prefer to have them (Figure 14). Academic buildings appear to be the most preferred locations for additional open computer labs. For those who chose the “other” option, respondents were asked to specify what other locations (not listed) that they would prefer open computer labs. Residence halls were the most preferred “other” location (please see Appendix B, Question 18 for all “other” suggestions).

Figure 14: Preferred Locations for Additional Open Computer Labs

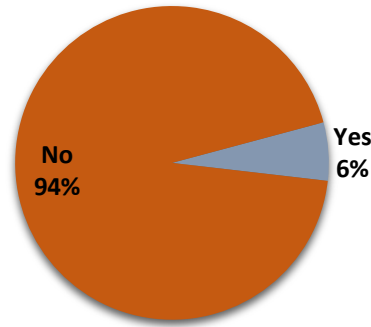
Could Mark All That Apply

n = 92



Have Used Loaner Laptop Computers Available on Campus. Student respondents were asked if they have used the loaner laptop computers that are available on campus (Figure 15). Very few student respondents (6%) have used UWRf loaner laptops.

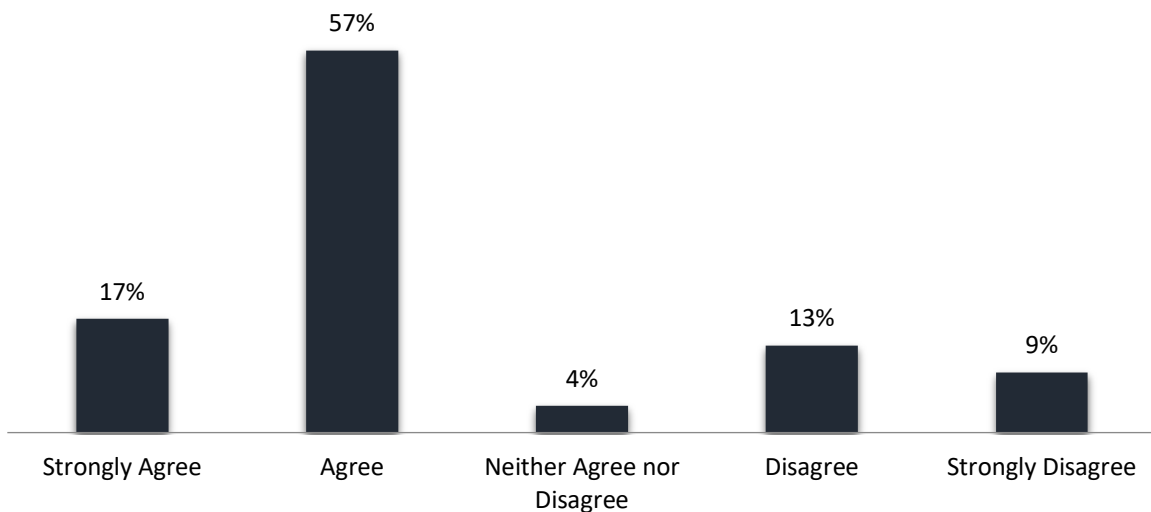
Figure 15: Have Used Loaner Laptop Computers on Campus
n = 413



There were no statistically significant differences regarding usage of loaner laptop computer on campus across demographic groups.

Loaner Laptop Met Needs. Respondents who indicated that they have used loaner laptops on campus were asked if the computer(s) met their needs (Figure 16). Approximately three-fourths of respondents who have used loaner laptops agreed or strongly agreed that the computer(s) met their needs. Nearly one-fourth disagreed or strongly disagreed that their needs were met with the loaner laptops.

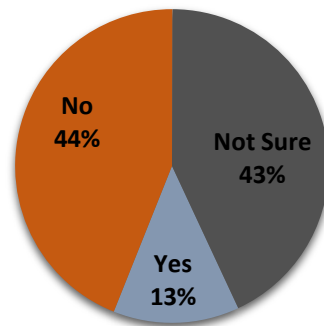
Figure 16: Loaner Laptop Computer(s) Met Needs
n = 23



Would Use Loaner Laptops if Other Types Were Available. Respondents who indicated that they have not used UWRF's loaner laptops were asked if they would use them if other types of computers (e.g., tablets, hybrids) were available (Figure 17). Even if other types of computer were available to borrow, most respondents said they would not use loaner computers (44%) or were not sure (43%).

Figure 17: Would Use Loaner Computers If Other Types Were Available

n = 390



Overall summary of the Open (General Access) Computer Labs and Loaner Laptop Computer section:

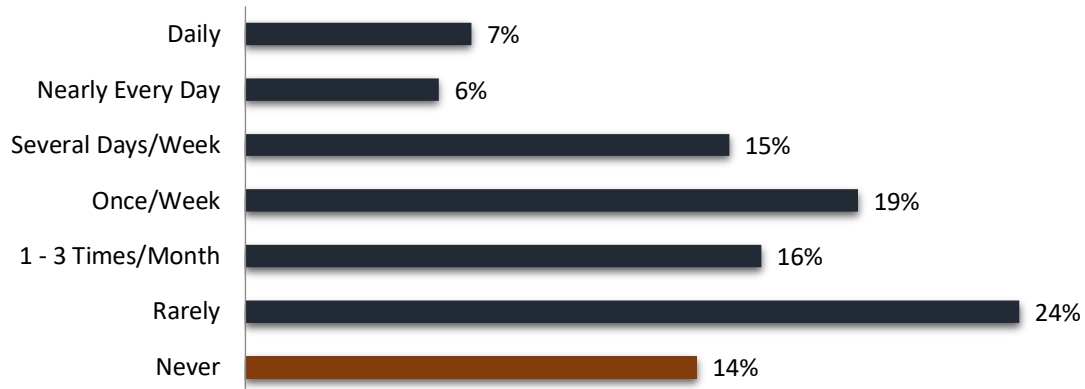
- *Only about one-third of student respondents use open computer labs on campus.*
- *A slight majority of respondents said that they agree or strongly agree that the number of open computer labs meets their needs. However, a substantial proportion of student respondents neither agree nor disagree that the number of open computer labs meets their needs.*
- *Most respondents who use open computer labs said they are available when needed.*
- *A slight majority of those who currently do not use open computer labs wouldn't use them even if they were available at different times.*
- *More than three-fourths of respondents appear to be satisfied with the current locations of open computer labs.*
- *Academic buildings appear to be the most preferred locations for additional open computer labs. Written comments also suggest a preference for computer labs in residence halls.*
- *Few student respondents have used UWRF loaner laptops.*
- *Approximately three-fourths of respondents who have used loaner laptops strongly agree or agree that the computer(s) met their needs.*
- *Even if other types of computer were available to borrow, most respondents would not use loaner computers or were not sure if they would.*

Chalmer Davee Library

Visiting Library. Respondents were asked how often they visit the Chalmer Davee Library on the UWRF campus (Figure 18). A slight majority of respondents visit the Library less than once a week or not at all. Forty-seven percent of respondents visit the Library at least once/week.

Figure 18: Frequency of Visiting UW-River Falls Library

n = 413



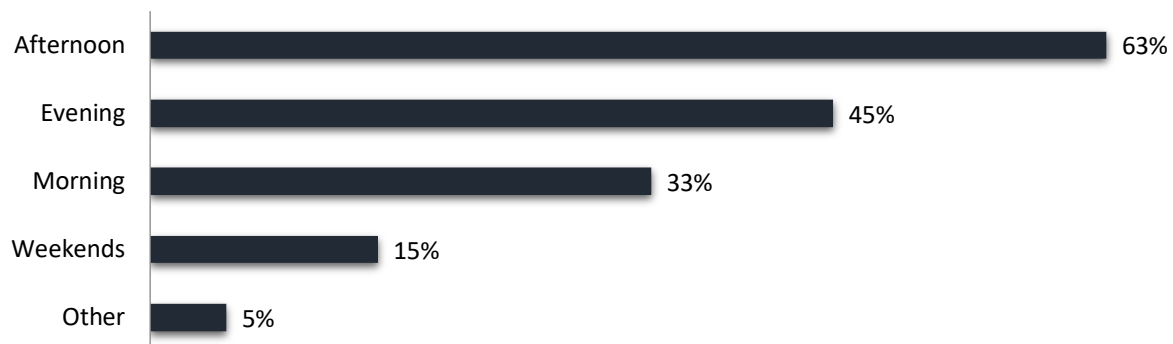
- CBE students were more likely to say they visit the Library daily.
- CAFES students were more likely to say they never visit the UWRF Library.
- Freshmen were more likely to say they visit the Library “rarely” or “never”.

When Library Visits are Made. Respondents who indicated that they visit the Library were asked when they visit. From the list of options, survey respondents were asked to mark all that apply (Figure 19). Afternoon Library visits were the most common for these survey respondents followed by evening and morning.

Figure 19: When Do You Visit The UW-River Falls Library?

Could Mark All That Apply

n = 347



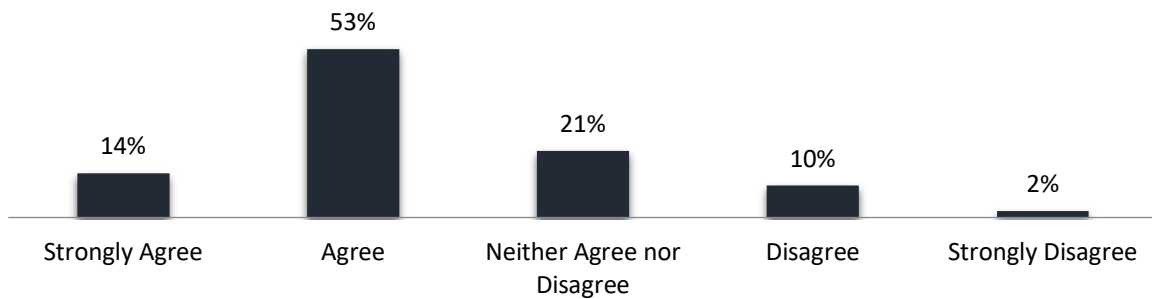
Demographic differences regarding the data summarized in Figure 19:

- CBE students were more likely to visit the Library in the morning.
- Juniors were more likely to visit the Library in the morning.
- Females were more likely to visit the Library in the afternoon.
- Seniors were more likely to visit the Library in the evenings.

Wi-Fi Coverage at Library. Respondents who indicated that they visit the Library were asked if the Wi-Fi coverage in the UWRF Library meets their needs (Figure 20). Approximately two-thirds of respondents to this question strongly agreed (14%) or agreed (53%) that Wi-Fi coverage in the UWRF Library met their needs.

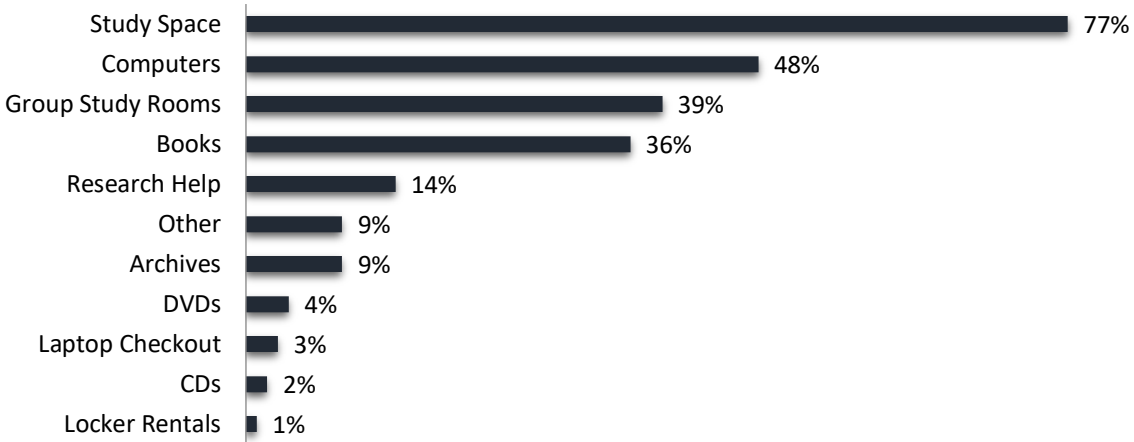
Figure 20: Wi-Fi Coverage in UW-River Falls Library Meets Needs

n = 355



Library Services/Amenities. Student respondents who use the Library were asked which services/amenities they use in the Library (Figure 21, next page). From the list of options, survey respondents were asked to mark all that apply. For those who chose the “other” option, respondents were asked to specify other services/amenities (not listed) that they use in the Library (please see Appendix B, Question 25 for other comments). A substantial majority of student respondents use the Library for study space (77%). Approximately one-half of respondents use computers. More than one-third of respondents report using Library’s books (36%) and group study rooms (39%).

Figure 21: Services/Amenities Used at UW-River Falls Library
Could Mark All That Apply
n = 337



Demographic differences regarding the data summarized in Figure 21:

- COEPS students and females were more likely to use the books available at the Library.
- Seniors were more likely to use computers at the Library.
- Seniors and females were more likely to use group study rooms at the Library.
- CAS students were more likely to use research help.
- Sophomores and females were more likely to use study space at the Library.

Overall summary of Chalmer Davee Library section:

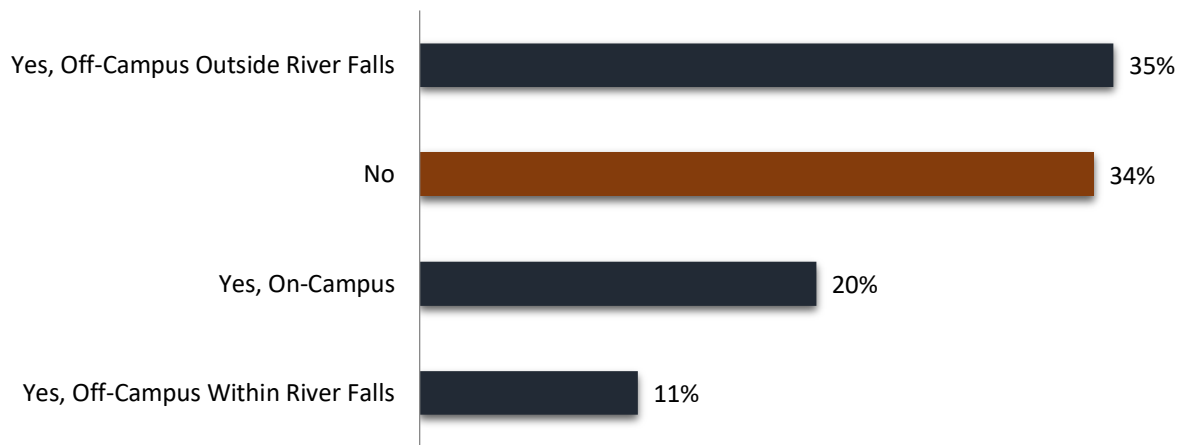
- *A slight majority of respondents visit the Library infrequently or not at all. Forty-seven percent of respondents visit the Library at least once/week.*
- *Afternoon visits to the Library were the most common followed by evening and morning.*
- *Approximately two-thirds of respondents who visit the Library said that Wi-Fi coverage in the UWRF Library meets their needs.*
- *A substantial majority of student respondents use the Library for study space.*

Student Employment

Student Employment. Students were asked if they are employed while attending UWRF, and if so, where they were employed (Figure 22). Thirty-five percent of student respondents are employed off-campus outside of River Falls. Approximately one-third of student respondents are not employed while at school. One-fifth of student respondents work on-campus and 11% work off-campus in River Falls.

Figure 22: Employed While At School

n = 412

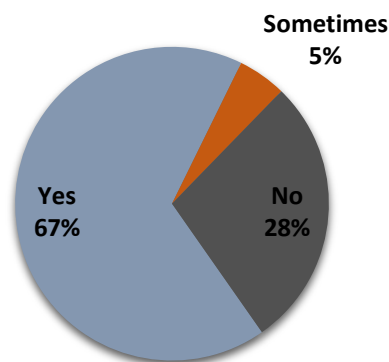


- Freshmen were less likely to be employed while at school.

Need Vehicle To Get To Job. Employed students were asked if they need a vehicle to get to their job (Figure 23). More than two-thirds of employed students need a vehicle to get to their job. However, a substantial proportion (28%) do not. Of the 28% who do not need a vehicle to get to their job, most reported working on-campus.

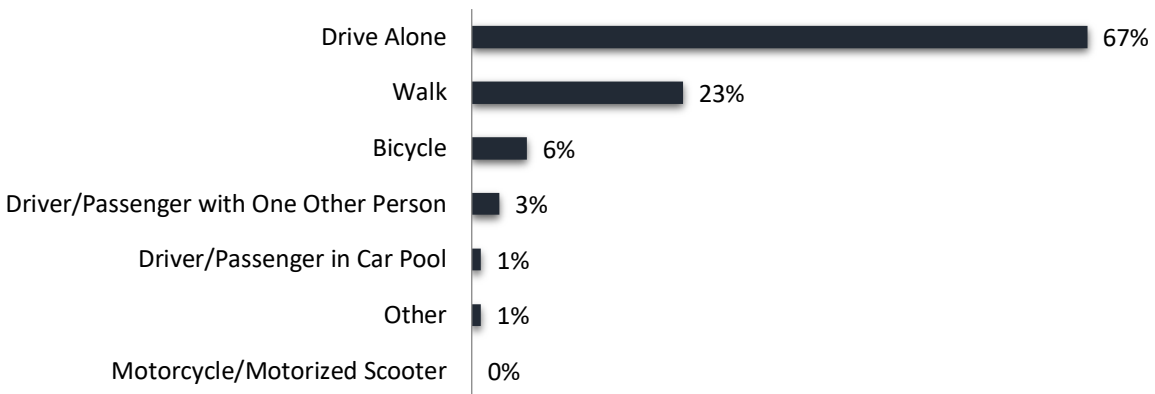
Figure 23: Do You Need A Vehicle To Get To Your Job?

n = 273



How Employed Students Get to Their Jobs. Employed students were asked to indicate which mode of transportation they use most frequently to travel to their job (Figure 24). Approximately two-thirds of employed students drive to their jobs alone. Approximately one-fourth of employed students walk to their jobs.

Figure 24: Most Frequent Mode of Transportation to Job
n = 272



Overall summary of the Student Employment section:

- *While at school, thirty-five percent of student respondents are employed off-campus outside of River Falls. One-fifth of student respondents work on-campus and 11% work off-campus in River Falls.*
- *Approximately one-third of student respondents are not employed while at school.*
- *More than two-thirds of employed students need a vehicle to get to their job.*
- *Approximately two-thirds of employed students drive to their jobs alone.*

Conclusions

A general conclusion is that a large majority of students, faculty and staff drive to campus alone in cars/trucks. Those who do drive to campus typically drive to UWRP five days per week.

The peak arrival and departure times to/from campus are 7am-8am and 4pm-5pm, respectively.

Overall, the University Center is frequented quite regularly by students with dining locations and printing services being utilized the most with this group of survey respondents.

Most students do not use open computer labs, but those who do are generally satisfied with lab locations and how the labs meet their overall needs.

Very few students use loaner laptops available on campus. It appears from these respondents that even if different types of computers were available, most would not use them or are not sure if they would.

A slight majority of student respondents use the Library less than once a week. Those who visit the Library are more likely to do so in the afternoon. Library visitors are generally satisfied with current Wi-Fi coverage. The two services/amenities used the most by Library visitors are study space and computers.

Most students who are employed while at school need a vehicle to get to their employment and most drive alone to get there.

Appendix A – Non-Response Bias Test

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return/complete a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose that only people who live on campus responded to this survey. In that case, we would expect that the percentage saying they drive a motorized vehicle to campus to be less than would be true if a truly random sample of recipients responded to the survey.

A standard way to test for non-response bias is to compare the responses of those who responded to the first invitation to take the questionnaire to those who responded to subsequent invitations. Those who respond to subsequent invitations are, in effect, samples of non-respondents (to the first invitation), and we assume that they are representative of that group. In this survey, 571 people responded to a first invitation and 158 responded to subsequent invitations.

We tested 63 variables and found two with statistically significant differences between the mean responses of these two groups of respondents. This difference is summarized in Table A1.

When asked if the loaner laptop computer they used met their needs, early responders were more likely to agree with the statement than late responders. It should be noted that this was a “branched” question and was only answered by those who have used loaner laptop computers available on campus (n = 23).

Early responders frequent the UW-River Falls library less often than late respondents.

Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small and did not impact the overall pattern of answers and the interpretation of the results.

The Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for this survey.

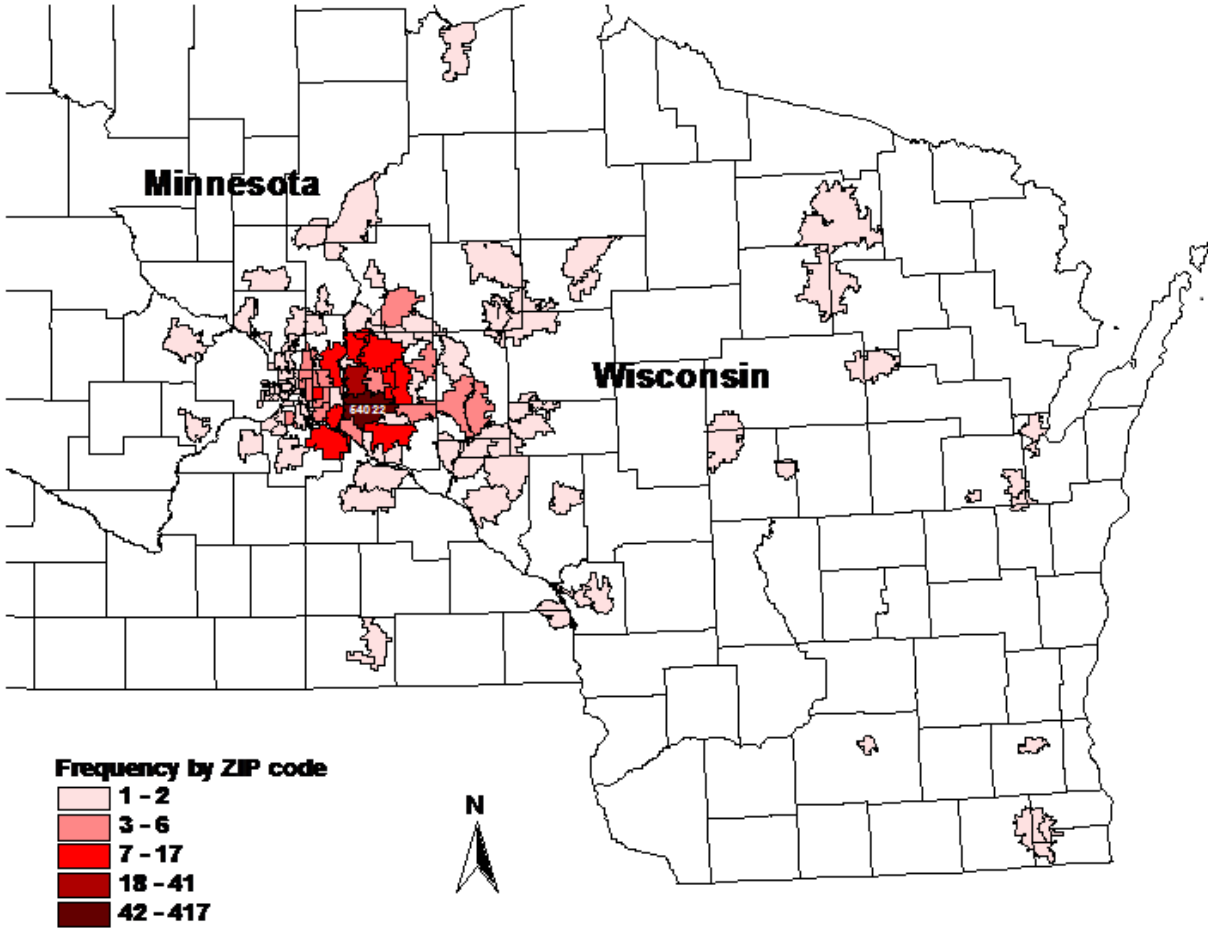
Table A1 – Statistically Significant Difference Between Responses of First Invitation and After Reminder			
Variable	Mean First Invitation	Mean After Reminder	Statistical Significance
Q20: Loaner Laptop Met My Needs	4.23	2.80	.002
Q22: How Often Do You Visit the UW-River Falls Library	4.70	4.16	.009

Appendix B – UWRF Transportation-Campus Amenities Written Comments, 2017

Question 2: What is the zip code of your residence while attending/working at UW-River Falls? (719 Responses)

53072	54610	55033 (7x)	55123 (3x)
53105	54650	55040	55124
53704	54669	55042 (4x)	55125 (8x)
54001 (4x)	54701	55043 (3x)	55126 (2x)
54002 (9x)	54703	55055	55128 (3x)
54003 (2x)	54721	55066	55129 (5x)
54005	54723	55069	55303
54007 (2x)	54725	55071	55313
54011 (13x)	54728	55075	55322
54013 (4x)	54736	55076	55337
54014	54751 (6x)	55076	55372
54015 (11x)	54755	55077 (2x)	55402
54016 (41x)	54757	55082 (9x)	55404
54017 (17x)	54767 (5x)	55101	55405 (2x)
54020 (2x)	54773	55102	55406 (2x)
54021 (6x)	54824	55104	55407
54022 (417x)	54840	55106 (4x)	55409
54023 (5x)	54848	55107	55410
54025 (10x)	54868	55108	55417 (2x)
54026	54874	55109 (5x)	55419 (2x)
54028 (2x)	54942	55110 (5x)	55421 (2x)
54082	55001	55112 (2x)	55435
54130	55013	55113 (2x)	55448
54313	55014 (2x)	55115	55454
54414	55016 (4x)	55116 (2x)	55933
54435	55022	55117	55936
54449	55024 (2x)	55119 (6x)	55947
54475	55025	55120	
54501 (2x)	55027	55122	

**ZIP Code of Residence
While Attending/Working at UW-River Falls
With County Boundaries**



Question 4: From your residence, how do you most frequently get to campus? "Other" responses (7 Responses)

- 3 days a week I drive alone and 2 days a week I carpool with my fiancé, also a student here
- A mix of walking/bicycling/driving
- Don't go to campus
- Drive alone and with one person
- Drive and walk
- I drop my children off at school then come to campus
- Ride bicycle except in winter/inclement weather

Question 12: What services/amenities do you use in the University Center? "Other" responses (20 Responses)

- Chairs and tables/Tables (3x)
- Bank/First National Bank (2x)
- Bookstore/School store (2x)
- Haven't used/None (2x)
- Career Day
- Coffee
- C-Store
- Einstein's
- Falcon's Nest
- I work in the UC.
- Kinnickinnic River Theater
- Library
- Microwave
- Sending mail
- Theatre and Falcon's Nest
- Work at Riverside Commons

Question 18: In what other locations would you prefer Open (General Access) Computer Labs? "Other" responses (25 Responses)

- Dorms/Dorm basements/Dorm buildings/Dorm halls/In the Dorms/Halls/Residence Halls/Residence Hall basement/Perhaps one in each residence hall/Main dorms on each side of campus, one is South Fork one on the other end toward Main St. (19x)
- Falcon Center/Athletic Center (3x)
- Be nice to have printing and computers available in or near all lounges and offices for when you need help from places like financial aid or billing.
- Library
- North Hall

Question 23: When do you visit the UW-River Falls Library? "Other" responses (14 Responses)

- Rarely/Rarely visit (2x)
- Before 7am
- Group Projects
- I live at the library
- Longer weekend hours would be very useful

- Never
- Only when necessary
- To get id
- When I have to
- When I need it - no connection with a particular time of the day
- When I need to print and it's the closest location
- When required for a class
- Whenever

Question 25: What services/amenities do you use in the UW-River Falls Library? "Other" responses (29 Responses)

- Printer/Printing/SSS Printer (17x)
- Class/I have a class there (3x)
- I don't/None (2x)
- Classrooms
- Coloring station
- General Tutoring Center
- Graduate students are unable to checkout laptops
- Music
- Music Scores
- Quiet areas

Question 28: How do you get to your job most frequently? "Other" responses (3 Responses)

- Drive alone to my internship and with one person to my job
- Walk/I'm an RA so I live where I work
- Work from residence

Question 29: What is your class year in school? "Other" responses (8 Responses)

- 2nd-yr Senior (2x)
- ADL
- Fifth Year
- I'm a freshman but technically a junior because I came in with credits from high school
- Non traditional
- Sophomore fall 2017 semester, junior during spring 2018 semester
- Student Teacher

Question 30: In which College is your first major? "Other" responses (3 Responses)

- Agricultural Engineering
- Health and Human Performance
- Social Work

Appendix C – Quantitative Summary of Responses by Question

2017 UWRF Transportation-Campus Amenities Survey

Overall Sample, n = 729

Student Sample, n = 413

Faculty/Staff Sample, n = 316

Getting to Campus – Faculty/Staff and Students

Q1 Which of the following best describes your current affiliation with UW-River Falls? *n = 729*

- 54% Undergraduate Student
- 3% Graduate Student
- 43% Faculty/Staff/Administrator

Q2 What is the zip code of your residence while attending/working at UW-River Falls? *n = 719*

See Appendix B

Q3 Which best describes your situation while attending/working at UW-River Falls? *n = 729*

- 30% I live on campus in a residence hall
- 36% I live off-campus in River Falls and in the 54022 zip code
- 35% I live off-campus outside of River Falls and outside the 54022 zip code

Q4 From your residence, how do you most frequently get to campus? *n = 512*

- 16% Walk
- 6% Bicycle
- 1% Motorcycle/Motorized Scooter
- 69% Drive Alone
- 5% Driver/Passenger with One Other Person
- 1% Driver/Passenger in Car Pool
- 1% Other, please specify: **See Appendix B**

Q5 In the previous question, you said that you frequently either drive or ride in a vehicle to campus in a car pool. How many people are normally in the vehicle when you car pool? $n = 2$

- 100% 2 other people besides yourself
- 0% 3 other people besides yourself
- 0% 4 other people besides yourself
- 0% More than 4 other people besides yourself

Q6 Do you usually have a vehicle/bike/motorcycle/scooter available for your use? Mark all that apply.
 $n = 729$

- 13% No
- 80% Yes, a car or truck
- 26% Yes, a bicycle
- 3% Yes, a motorcycle/scooter

Q7 In a typical week, how often do you drive a motorized vehicle to campus? $n = 728$

- 28% 0
- 10% 1
- 7% 2
- 8% 3
- 6% 4
- 36% 5
- 2% 6
- 3% 7

Q8 How many miles is it one way to campus from your residence? $n = 729$

- 28% I live on campus
- 24% Less than 2 miles
- 7% 2 - 5 miles
- 6% 6 - 10 miles
- 11% 11 - 20 miles
- 11% 21 - 30 miles
- 13% Over 30 miles

Once at Campus

Q9 What time do you typically **arrive** to campus? If you do not travel to campus on a particular day of the week, please mark "NA" for that day. *n* = 504

	Before 7am	7am - 8am	8am - 9am	9am - 10am	10am - 11am	11am - Noon	Noon - 1pm	1pm - 2pm	After 2pm	N/A
Monday	10%	39%	24%	6%	6%	3%	2%	1%	2%	9%
Tuesday	11%	38%	22%	7%	4%	3%	2%	2%	3%	9%
Wednesday	10%	38%	24%	7%	5%	3%	2%	0%	2%	8%
Thursday	10%	37%	23%	7%	5%	3%	2%	1%	2%	9%
Friday	10%	38%	23%	6%	5%	3%	1%	1%	1%	12%
AVERAGE	10%	38%	23%	7%	5%	3%	2%	1%	2%	9%

Q10 What time do you typically **depart** campus? If you do not travel to and from campus on a particular day of the week, please mark "NA" for that day. *n* = 502

	Before 2pm	2pm - 3pm	3pm - 4pm	4pm - 5pm	5pm - 6pm	6pm - 7pm	7pm - 8pm	After 8pm	N/A
Monday	8%	13%	14%	30%	15%	4%	3%	4%	8%
Tuesday	11%	8%	15%	29%	16%	4%	4%	4%	9%
Wednesday	10%	11%	14%	30%	16%	4%	3%	6%	7%
Thursday	10%	8%	16%	30%	17%	4%	3%	4%	9%
Friday	14%	14%	14%	29%	12%	4%	1%	1%	12%
AVERAGE	11%	11%	15%	30%	15%	4%	3%	4%	9%

Students Only

Q11 How often do you visit the University Center at UW-River Falls? $n = 414$

- 4% Never
- 18% Rarely
- 18% Sometimes
- 22% Often
- 37% Always

Q12 What services/amenities do you use in the University Center? Mark all that apply. $n = 389$

- 23% Computers
- 77% Dining Locations
- 8% Game Room
- 27% Information Desk
- 38% Involvement Center
- 49% Lounges
- 14% Meeting Rooms
- 62% Printing
- 5% Other, please specify: **See Appendix B**

Q13 The number of Open (General Access) Computer Labs on campus meet my needs. $n = 412$

- 1% Strongly Disagree
- 3% Disagree
- 41% Neither Agree nor Disagree
- 41% Agree
- 14% Strongly Agree

Q14 Do you use the Open (General Access) Computer Labs on campus? $n = 412$

- 35% Yes
- 65% No

Q15 Are Open (General Access) Computer Labs available during the times you need them? $n = 147$

- 85% Yes
- 1% No
- 14% Sometimes

Q16 Would you use Open (General Access) Computer Labs if they were available at a different time?
 $n = 266$

- 5% Yes
- 57% No
- 38% Maybe

Q17 Would you prefer other locations for Open (General Access) Computer Labs? $n = 409$

- 22% Yes
- 78% No

Q18 In what other locations would you prefer Open (General Access) Computer Labs? Mark all that apply.
 $n = 92$

- 55% University Center
- 76% Academic Buildings
- 27% Other, please specify: **See Appendix B**

Q19 Have you used loaner laptop computers that are available on campus? $n = 413$

- 6% Yes
- 94% No

Q20 The loaner laptop computer(s) met my needs. $n = 23$

- 9% Strongly Disagree
- 13% Disagree
- 4% Neither Agree nor Disagree
- 57% Agree
- 17% Strongly Agree

Q21 Would you use loaner computers if other types of computers (e.g., tablets, hybrids) were available?

n = 390

- 13% Yes
- 44% No
- 43% Not Sure

Q22 How often do you visit the UW-River Falls Library? *n* = 413

- 7% Daily
- 6% Nearly Every Day
- 15% Several Days/Week
- 19% Once/Week
- 16% 1 - 3 Times/Month
- 24% Rarely
- 14% Never

Q23 When do you visit the UW-River Falls Library? Mark all that apply. *n* = 347

- 33% Morning
- 63% Afternoon
- 45% Evening
- 15% Weekends
- 5% Other, please specify: **See Appendix B**

Q24 The Wi-Fi coverage in the UW-River Falls Library meets my needs. *n* = 355

- 2% Strongly Disagree
- 10% Disagree
- 21% Neither Agree nor Disagree
- 53% Agree
- 14% Strongly Agree

Q25 What services/amenities do you use in the UW-River Falls Library? Mark all that apply. $n = 337$

- 9% Archives
- 36% Books
- 2% CDs
- 4% DVDs
- 48% Computers
- 39% Group Study Rooms
- 3% Laptop Checkout
- 1% Locker Rentals
- 14% Research Help
- 77% Study Space
- 9% Other, please specify: **See Appendix B**

Employment – Students Only

Q26 Are you employed while at school? $n = 412$

- 34% No
- 11% Yes, off-campus within River Falls
- 35% Yes, off-campus outside River Falls
- 20% Yes, on-campus

Q27 Do you need a vehicle to get to your job? $n = 273$

- 67% Yes
- 5% Sometimes
- 28% No

Q28 How do you get to your job most frequently? Mark one only. *n* = 272

- 23% Walk
- 6% Bicycle
- 0% Motorcycle/Motorized Scooter
- 67% Drive Alone
- 3% Drive/Passenger with One Other Person
- 1% Driver/Passenger in Car Pool
- 1% Other, please specify: **See Appendix B**

Demographics (Q29 and Q30) for Students Only

Q29 What is your class year in school? *n* = 412

- 31% Freshman
- 21% Sophomore
- 19% Junior
- 23% Senior
- 4% Graduate Student
- 0% Non-degree
- 2% Other, please specify: **See Appendix B**

Q30 In which College is your first major? *n* = 412

- 35% College of Agriculture, Food and Environmental Science
- 29% College of Arts and Science
- 11% College of Business and Economics
- 21% College of Education and Professional Studies
- 2% Undeclared
- 1% Other, please specify: **See Appendix B**

Demographics for Faculty/Staff and Students

Q31 What is your gender? $n = 727$

29% Male

70% Female

1% Other

Q32 What is your age? $n = 726$

14% 18

12% 19

10% 20

8% 21

4% 22

2% 23

2% 24

9% 25-34

10% 35-44

14% 45-54

12% 55-64

2% 65+