

# University Transportation Campus Connection Survey

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**Survey Center**

The UNH Survey Center is an independent, non-partisan academic survey research organization and a division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, e-mail, Internet, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses, and media clients.

Our senior staff have over 50 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

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## Executive Summary

The University of New Hampshire Survey Center conducted a survey for University Transportation about a potential campus connection service, which would provide round-trip bus service from UNH Durham to both UNH Manchester and to the UNH School of Law and Granite State College in Concord. On November 5, 2015 an invitation email was sent out to twenty-thousand, five hundred and eighty-seven (20,587) University of New Hampshire students, faculty and staff, with reminder emails sent on November 10 and November 20 to non-responders. Four-thousand, one hundred and thirty-nine (4,139) completed the survey, resulting in a response rate of 20%. The following figures display survey results, detailed tabular results can be found in Appendix A and Appendix B contains the open-ended responses and Appendix C contains the survey instrument.

## Key Findings

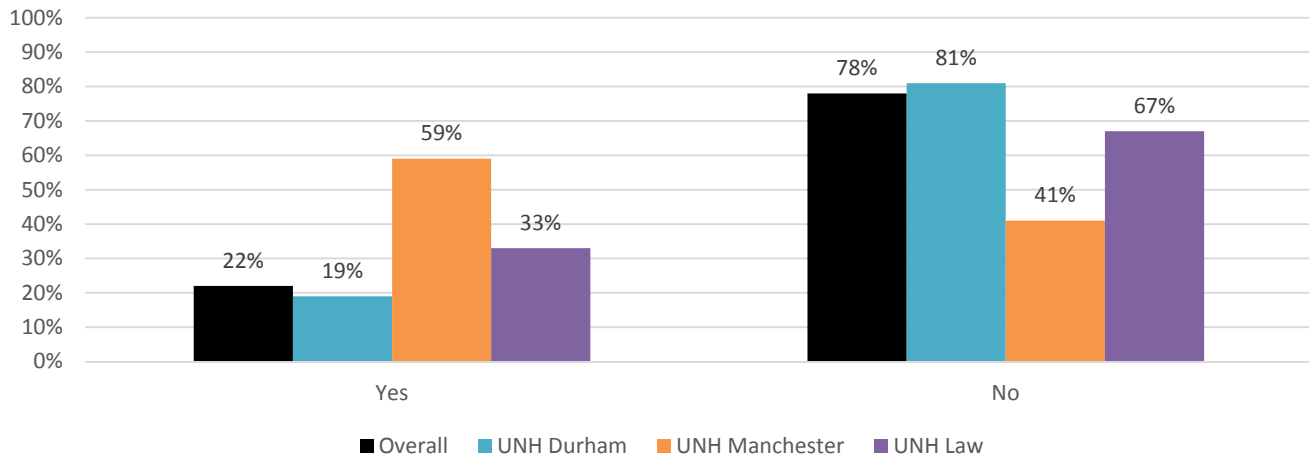
- Just over one fifth (22%) of UNH students say they have ever considered taking a class at another campus and just 22% of those students say they are very likely to take a class at another campus. The majority of students (53%) who have considered taking a class at another campus but are unlikely to do so cite the distance and time spent traveling as the main reason.
- Students who live on the UNH Durham campus are the group that is least likely to have their own transportation – just 40% have exclusive or shared access to a car. Nearly all (90%) off-campus students have access to a car and 92% of faculty and staff say that access to a car has not affected teaching or job opportunities.
- Only 30% of UNH faculty, staff and students say they would definitely or probably use the campus connection service. Of those respondents (N=1164), 48% say they would use the Durham-Manchester Connector and 39% would use the Durham-Concord Connector at least a few times a month. Over half of likely riders (57%) would be willing to pay a \$5 per ride fee, but only 37% of those willing to pay a \$5 fee would be willing to pay a \$10 per ride fee.
- When asked about the convenience of the campus connector, 42% say it would be a convenient option for them and they would routinely use it, 40% say it wouldn't be convenient to use all the time but they would use it every now and then and 16% were unsure.
- Only 31% of UNH students would support a \$22 increase in the student transportation fee to support this project and 60% oppose it. When informed the project would initially attract a small ridership (less than four per trip, equaling about \$90 per trip), 41% who support the increase say the service is worthwhile given the costs, and 47% are unsure whether the investment is worthwhile.
- A majority of UNH Durham faculty, staff and students (55%) use Wildcat Transit and 48% use Campus Connector at least sometimes. About a quarter (27%) use the Amtrak Downeaster and just 2% use ZipCar at least sometimes. Unsurprisingly, a plurality (43%) are unsure whether or not ZipCars are adequate to fit access needs between campuses.
- One quarter of UNH faculty, staff and students (26%) and 32% of students currently use formal or informal ridesharing apps. Of these respondents, 41% and 45% of students use ridesharing at least a few times per month.

## Taking Classes At Other Campuses

A large majority of students (78%) say they have not considered taking a class at one of UNH's other campuses or at Granite State College while 22% say they have.

- Students at UNH Manchester (59%) and UNH School of Law (33%) and students who are 25 or older (34%) are *more likely* to say they have considered taking a class at another campus.

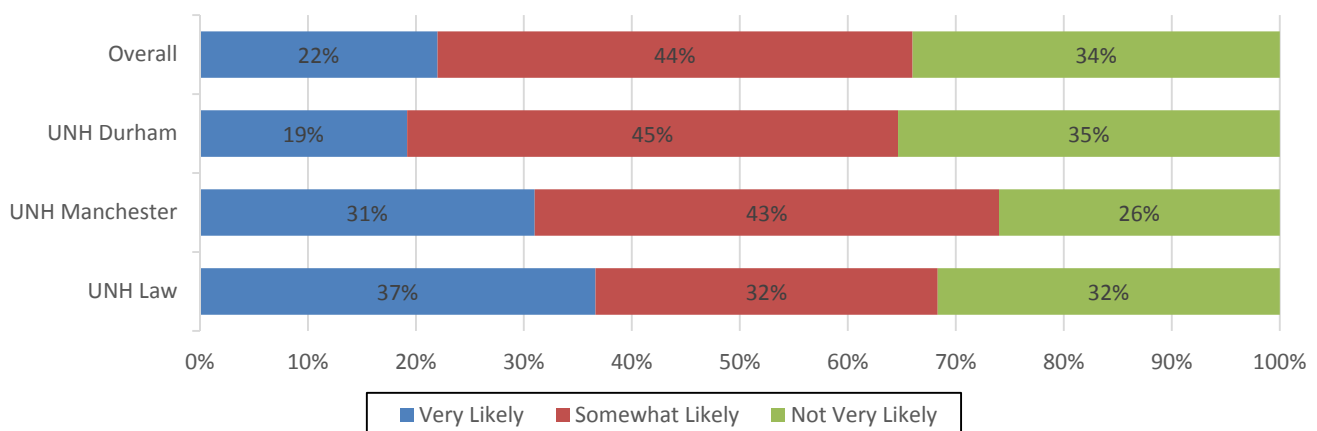
**Figure 1: Have you ever considered taking a class at one of UNH's other campuses or Granite State College?**



Of those students who say they have considering taking a class at another campus (N=622), 22% say they are very likely to take a class elsewhere, 44% are somewhat likely, and 34% are not very likely.

- Students between the ages of 40 and 59 (41%) and students at the UNH School of Law (37%) are *more likely* to say they are very likely to attend a class at another campus.

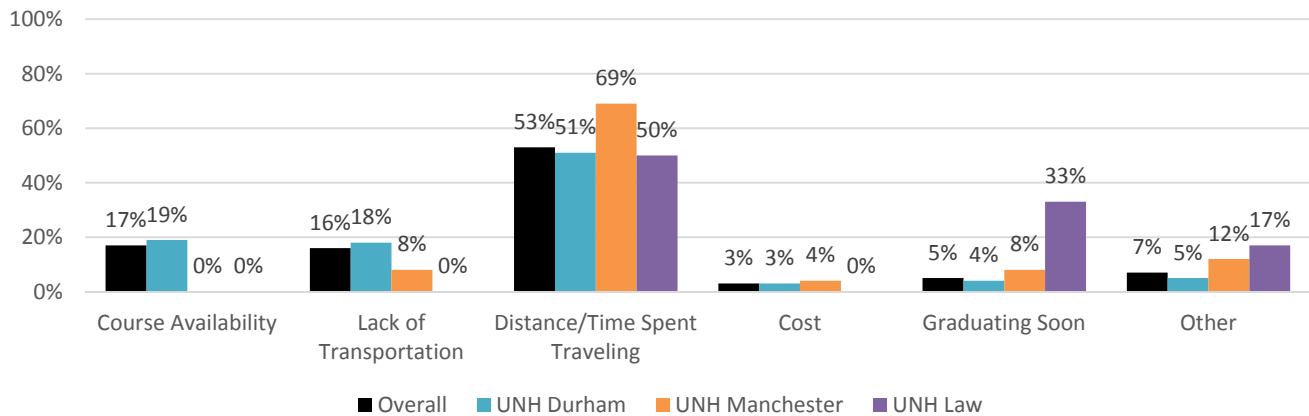
**Figure 2: How likely are you to take a class at one of UNH's other campuses or Granite State College?**



Of students who say they have considered taking a class at another campus but are not very likely to do so, over half (53%) cite the distance or time spent traveling as the primary reason why they are unlikely, 17% cite course availability, and 16% cite lack of transportation.

- Students at UNH Manchester (69%) are *more likely* to cite distance or the time spent traveling as the reason they would be unlikely to take a class at another campus.

**Figure 3: What is the primary reason you are unlikely to consider taking a class at one of UNH's other campuses or Granite State College?**

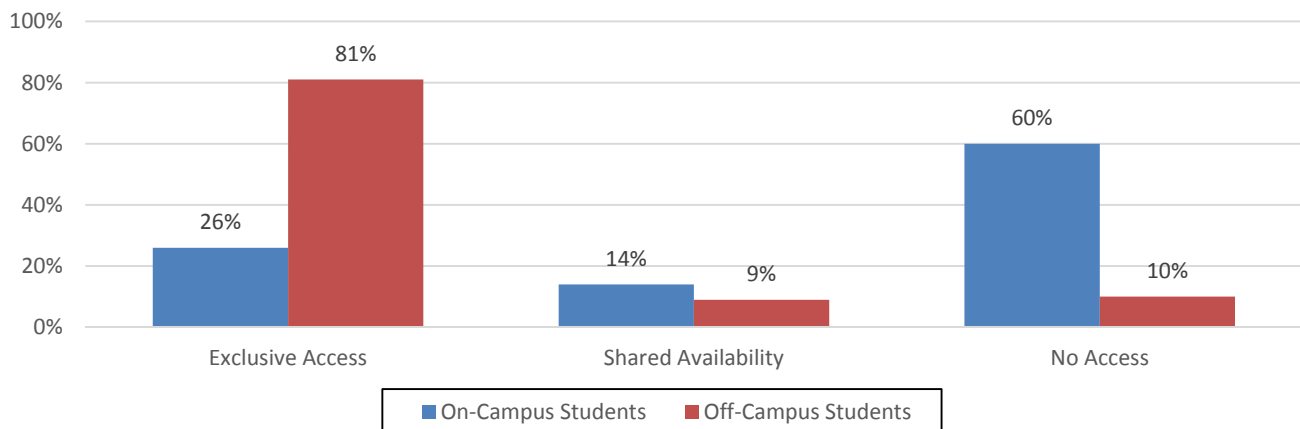


## Current Vehicle Access

Three in five students (60%) who live on the UNH Durham campus say they do not have access to a car when they are at school, 26% have exclusive access to a car and 14% have shared availability with one. Car access for off campus students is vastly different – 81% have exclusive access to a car, 9% have shared availability and 10% have no access to a car.

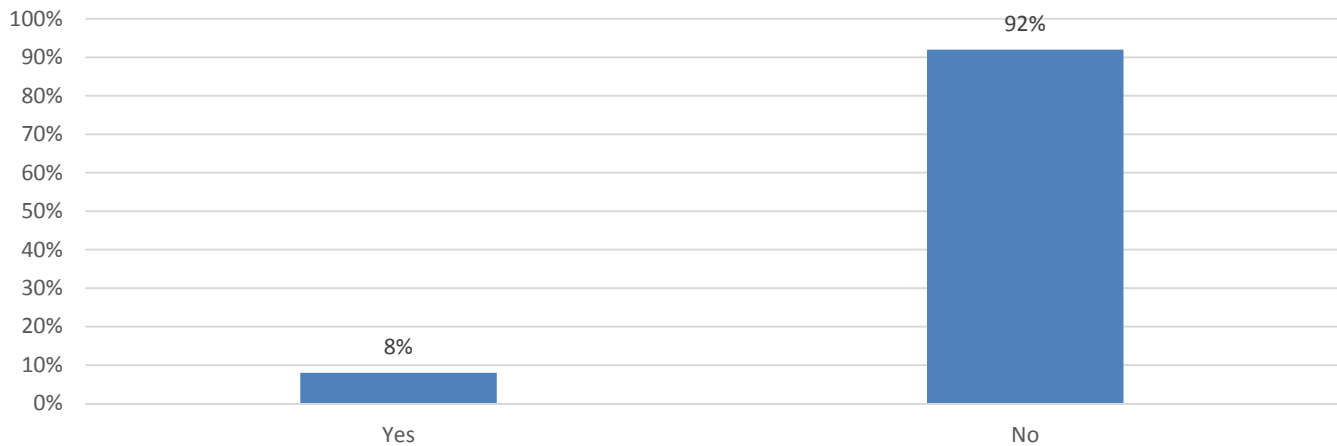
- Off-campus students living in Durham (68%) are *less likely* to have access to a car than off campus students who live elsewhere (87%).

**Figure 4: Do you have access to a car when at school?**



Only 8% of faculty and staff members say that they have been limited in their campus employment or teaching opportunities as a result of access to a vehicle.

**Figure 5: Does access to a vehicle limit your campus employment or teaching opportunities at UNH or Granite State College?**

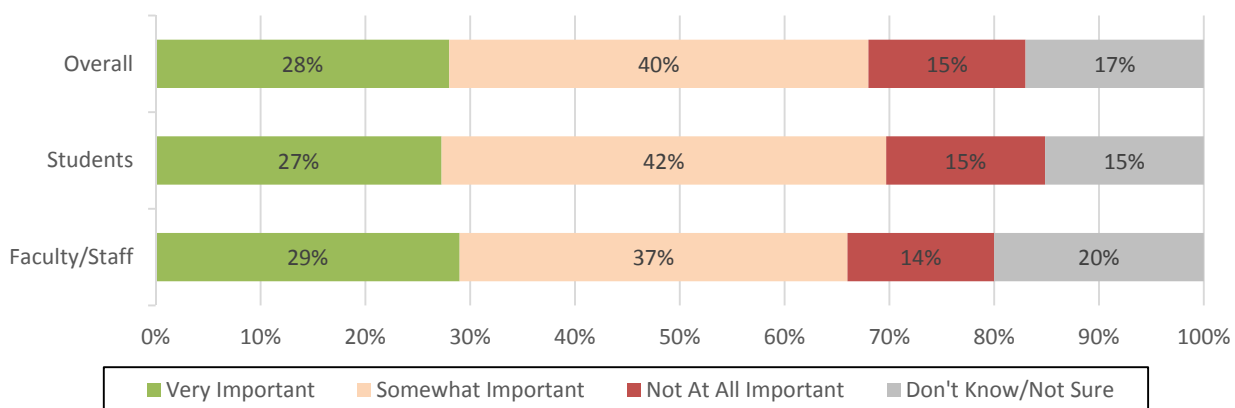


### Campus Connection Service

UNH faculty, staff and students are divided on the importance for UNH to have a campus connection service – 28% say it is very important to have, 40% say it is somewhat important, 15% say it is not at all important and 17% were unsure.

- Those who attend or work at UNH Manchester (47%), and those who live in Concord (39%) or Hillsborough County (48%) are *more likely* to say it is very important to have this service.

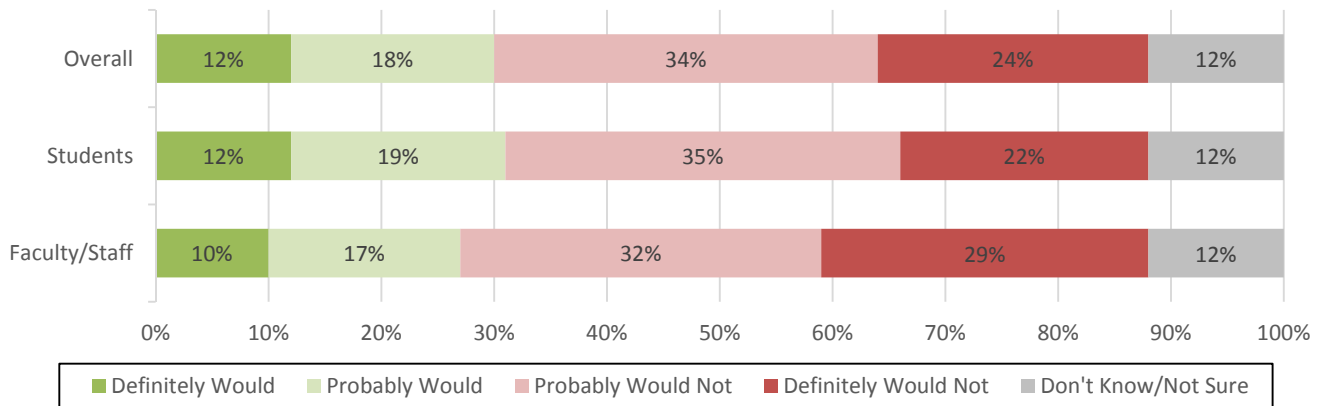
**Figure 6: How Important Do You Think It Is For UNH to Have A Campus Connection Service?**



Only 30% of UNH faculty, staff and students say they would either definitely would (12%) or probably would (18%) use the campus connection service, 58% say they definitely would not (24%) or probably would not (34%) use it, and 12% are unsure.

- Those who attend or work at UNH Manchester (46%) or the UNH School of Law (47%) are *more likely* to say they would use the campus connection service.

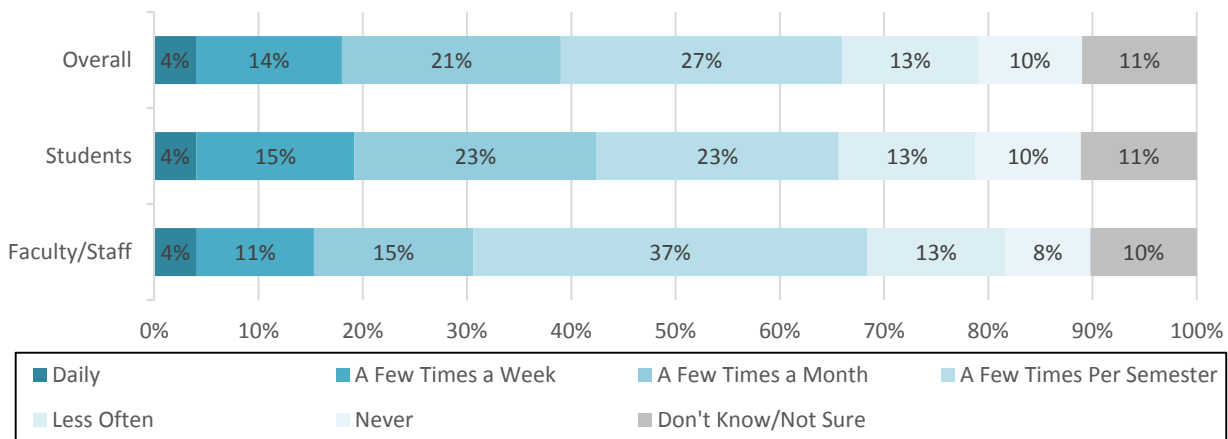
**Figure 7: How Likely Is It That You Would Use This Service?**



Of those who said they definitely would or probably would use the campus connection service (N=1164), 39% say they would use the Durham-Concord Connector at least a few times a month (4% daily, 14% a few times a week and 21% a few times a month), 40% would use it less often (27% a few times a month, 13% less often), 10% wouldn't use it and 11% were unsure about how often they would use it.

- Merrimack County residents (53% at least a few times a month) are *more likely* to say they would use this connector more frequently.

**Figure 8: How Likely Would You Be to Use the Durham-Concord Connector?**

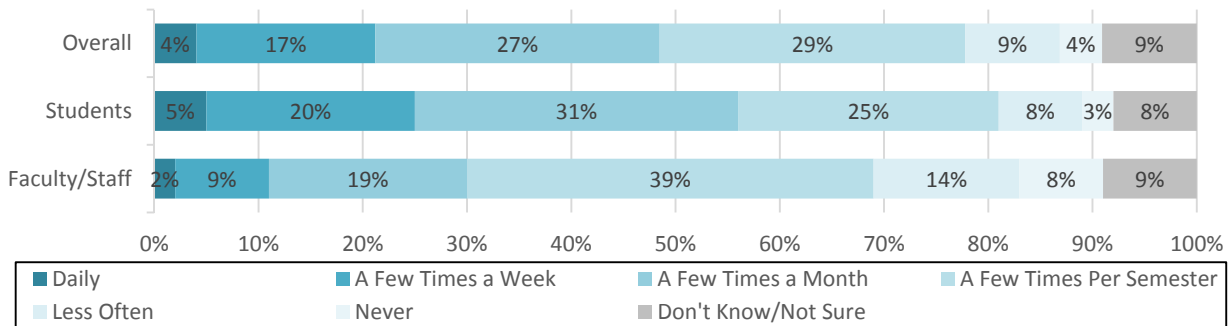




Almost half (48%) say they would use the Durham-Manchester Connector at least a few times a month (4% daily, 17% a few times a week and 27% a few times a month), 38% would use it less often (29% a few times a month, 9% less often), 4% wouldn't use it and 9% were unsure about how often they would use it.

- Hillsborough County residents (67% at least a few times per month) are *more likely* to say they would use this connector more frequently.

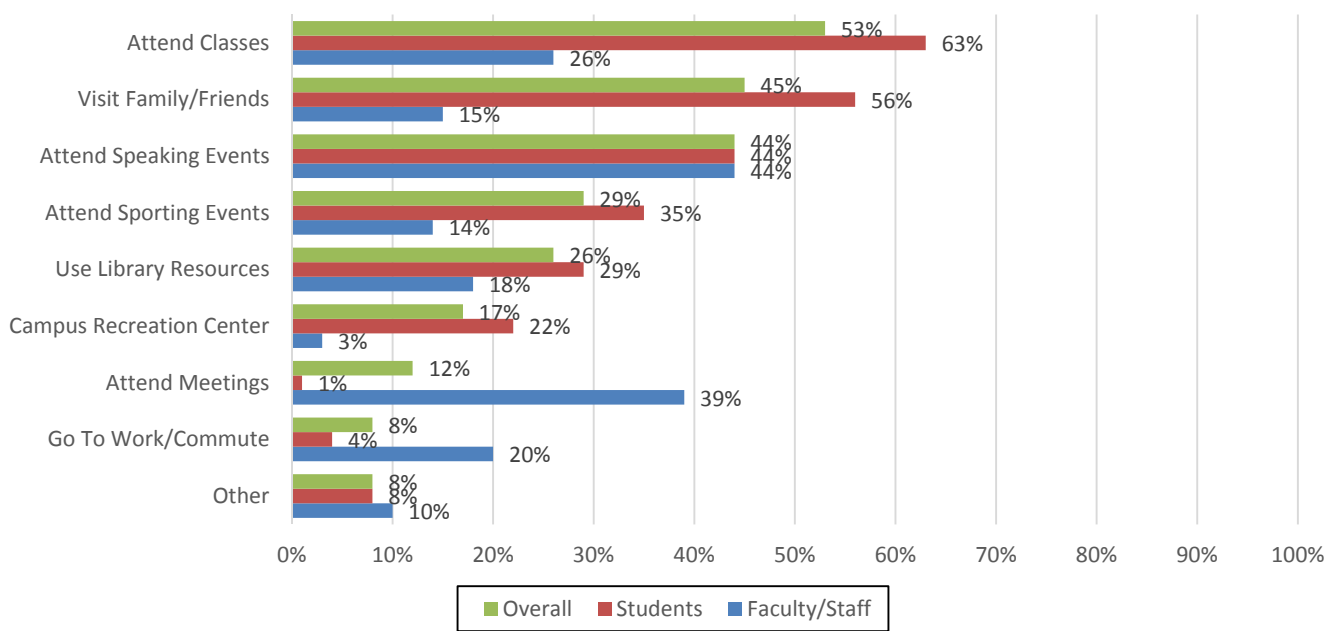
**Figure 9: How Likely Would You Be to Use the Durham-Manchester Connector?**



Of those who say they would use the service, 53% say they would use it to attend classes, 45% would visit family or friends, 44% would attend speaking events, 29% would attend sporting events, 26% would use the library, 17% would use the campus rec center, 12% would attend meetings, and 8% would commute.

- Unsurprisingly, students would use this service for different reasons than faculty or staff – they are more likely to use it to attend classes (63%), visit family/friends (56%), attend sporting events (35%), and use the campus rec center (22%). Faculty/Staff are *more likely* to use it to attend meetings (39%) or commute (20%).

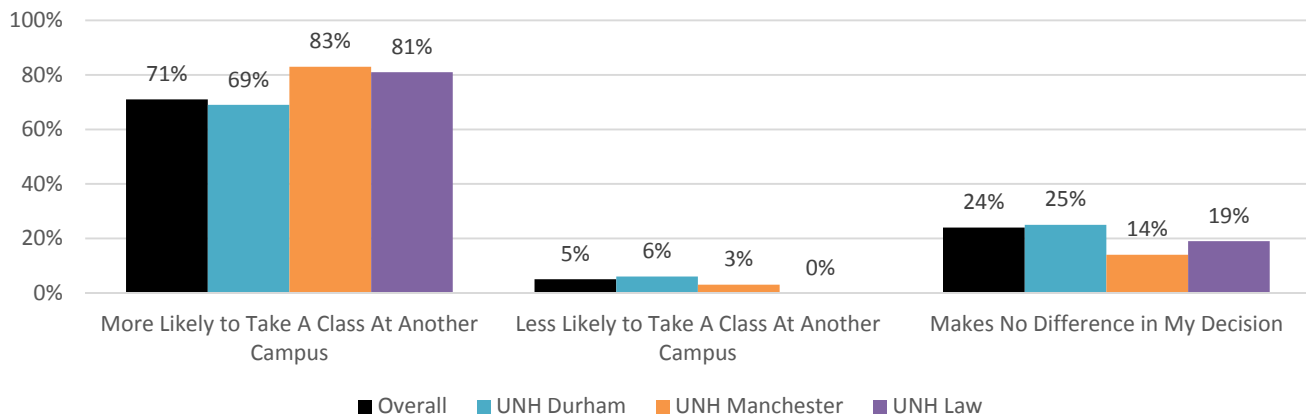
**Figure 10: For what reasons would you use this service?**



Seven in ten (71%) students who are likely to use this service say having the service would make them more likely to take a class at another campus, while 24% say it would make no difference in their decision.

- Those who attend UNH Manchester (83%) or UNH School of Law (81%) are *more likely* to say this service would make them more likely to take a class at another campus.

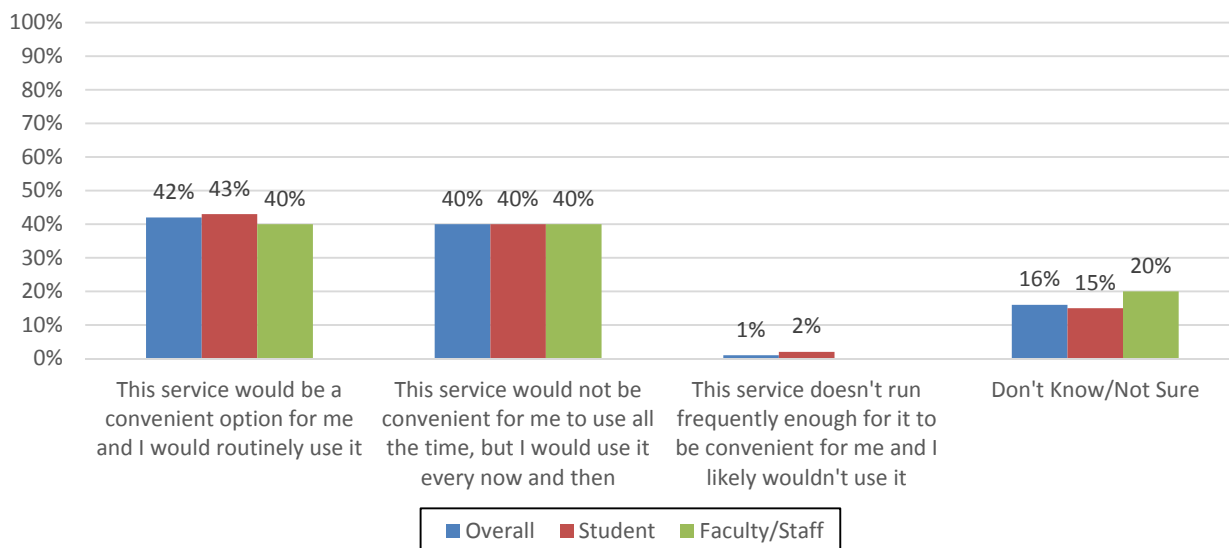
**Figure 11: How Would Having This Service Affect Your Decision To Take A Class To Another Campus?**



Forty-two percent (42%) of those who are likely to use the service say it would be a convenient option and they would routinely use it, 40% say the service would not be a convenient option to use all of the time, but they would use it every now and then and 16% were unsure.

- Those who live in Concord (61%) or Manchester (68%) and those who attend or work at UNH Manchester (52%) or the UNH School of Law (53%) are *more likely* to say they would routinely use it.

**Figure 12: Which of the following comes closest to your opinion?**

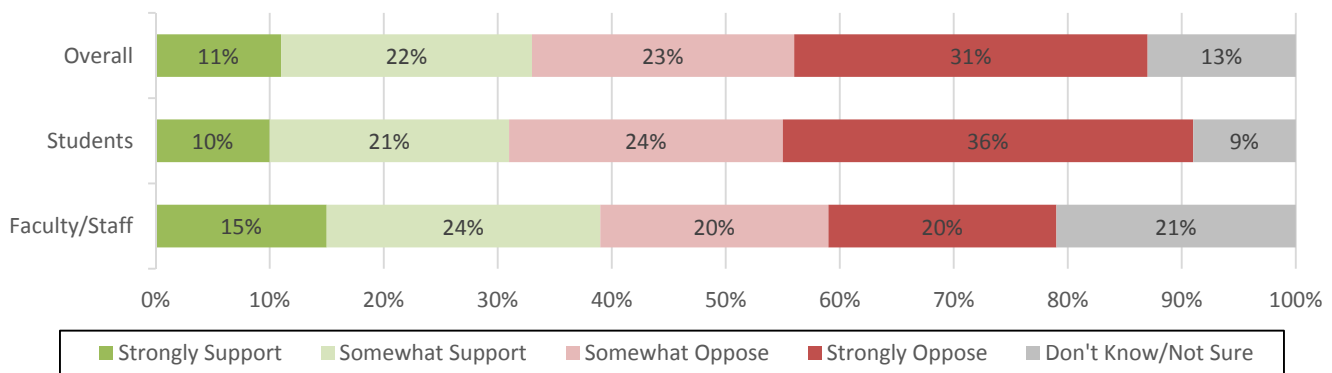


## Projected Project Costs

In order to pay for this service, the UNH transportation budget would have to expand and in order to generate sufficient revenue to start this project, the projected increase in the student transportation fee would have to be increased by \$22 on all campuses. This increase would be opposed by UNH faculty, staff and students – 54% oppose this increase (31% strongly, 23% somewhat) 33% support it (11% strongly and 22% somewhat), and 13% were unsure.

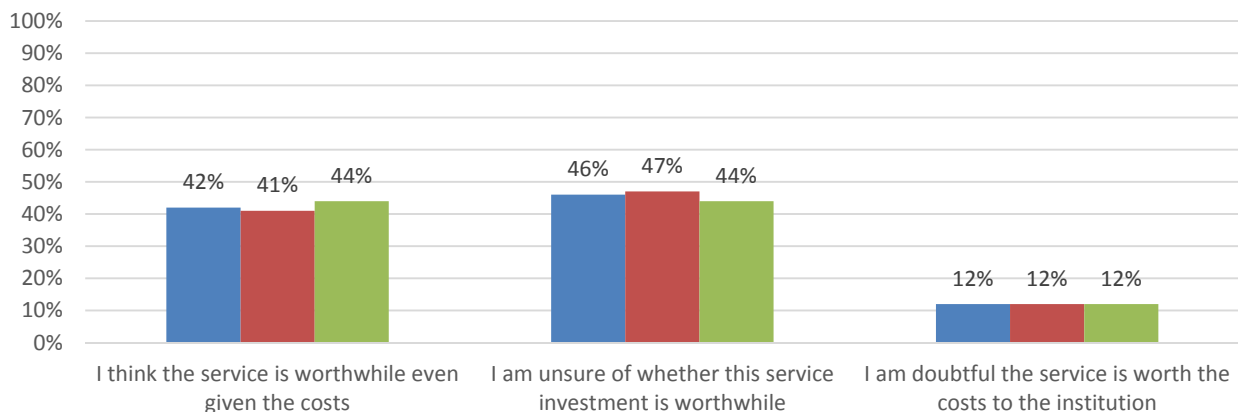
- Faculty and Staff are divided on support of this increase (39% support, 40% oppose) while Students oppose the increase by a 2-1 margin (60% oppose, 31% support).
- Those who live in Concord (49%) or Hillsborough County (52%) and those who attend or work at UNH Manchester (51%) and UNH School of Law (45%) are *more likely* to support this increase.

**Figure 13: Support or Oppose Increasing Transportation Fee to Start Up This Service?**



While the transit service would likely create new opportunities for inter-campus travel, University transportation estimates there would initially be fewer than four riders per roundtrip, which would result in a starting cost of about \$90 per trip. With this information, those who support an increase to fund the project are divided on how worthwhile this project would be to the institution – 42% say it would be worthwhile even given the costs, 46% are unsure whether it would be worthwhile and 12% are doubtful that it would be worthwhile.

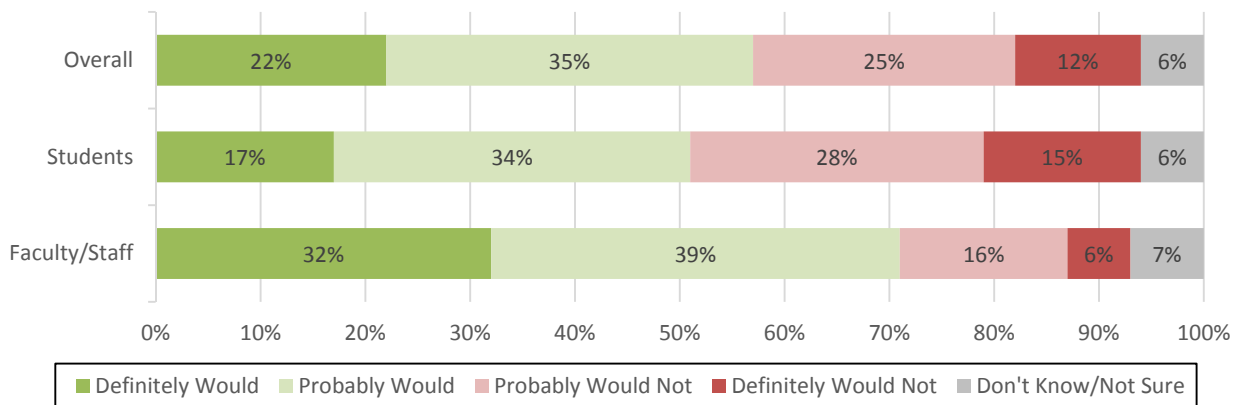
**Figure 14: Do you think this service is worthwhile based upon the costs to the institution?**



Another option that University Transportation is considering is to have a user pay per ride fee to help offset increases in the student transportation fee. Fifty-seven percent (57%) of those who would likely use the service (N=1240), say they definitely would (22%) or probably would (35%) use the service if there was a \$5 pay per ride fee, 37% say they probably would not (25%) or definitely would not (12%) use it, and 6% were unsure.

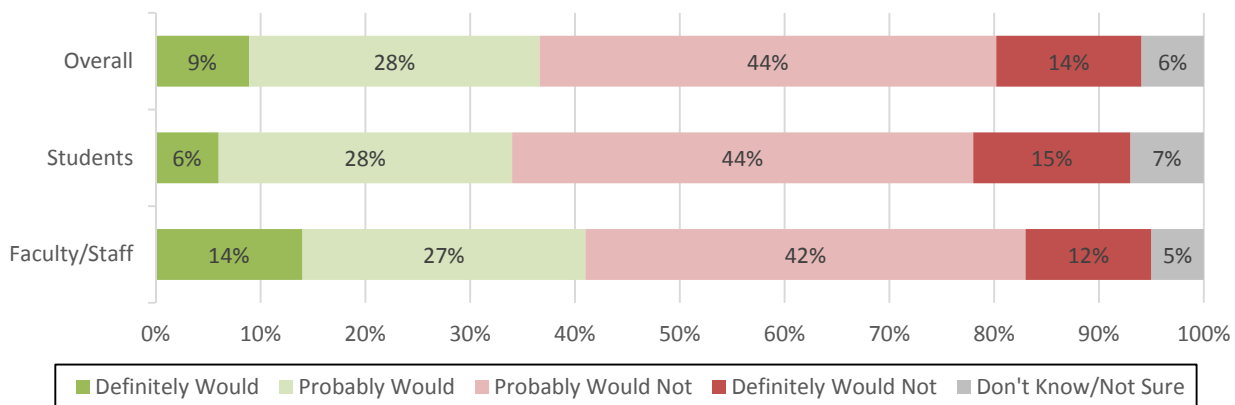
- Faculty and staff (71%) are *more likely* to use this service with a \$5 fee than students (51%).

**Figure 15: If you had to pay a \$5 pay per ride fee, how likely is it you would use it?**



Among those who say they definitely would or probably would use the service with a \$5 pay per ride fee (N=706), just 37% say they definitely would (9%) or probably would (28%) use the service if there was a \$10 pay per ride fee. Fifty-eight percent (58%) say they probably would not (44%) or definitely would not (14%) use it and 6% were unsure.

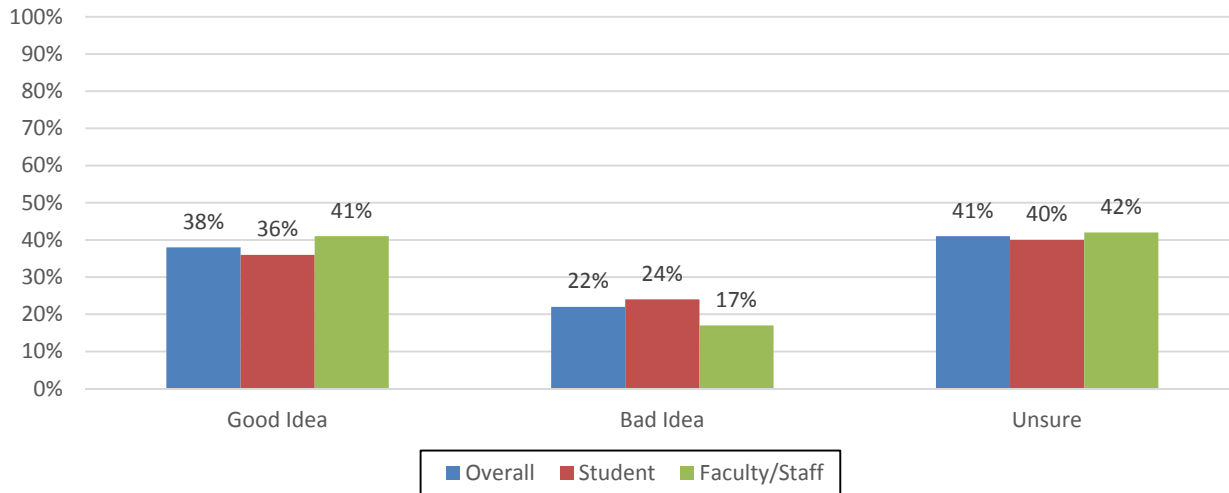
**Figure 16: If you had to pay a \$10 pay per ride fee, how likely is it you would use it?**



UNH faculty, staff and students are divided about whether this service is a good idea in general – 38% say it is a good idea, 22% say it is a bad idea and 41% are unsure.

- Merrimack (50%) and Hillsborough County (61%) residents and those who attend or work at UNH Manchester (59%) or UNH School of Law (52%) are *more likely* to think this service is a good idea.

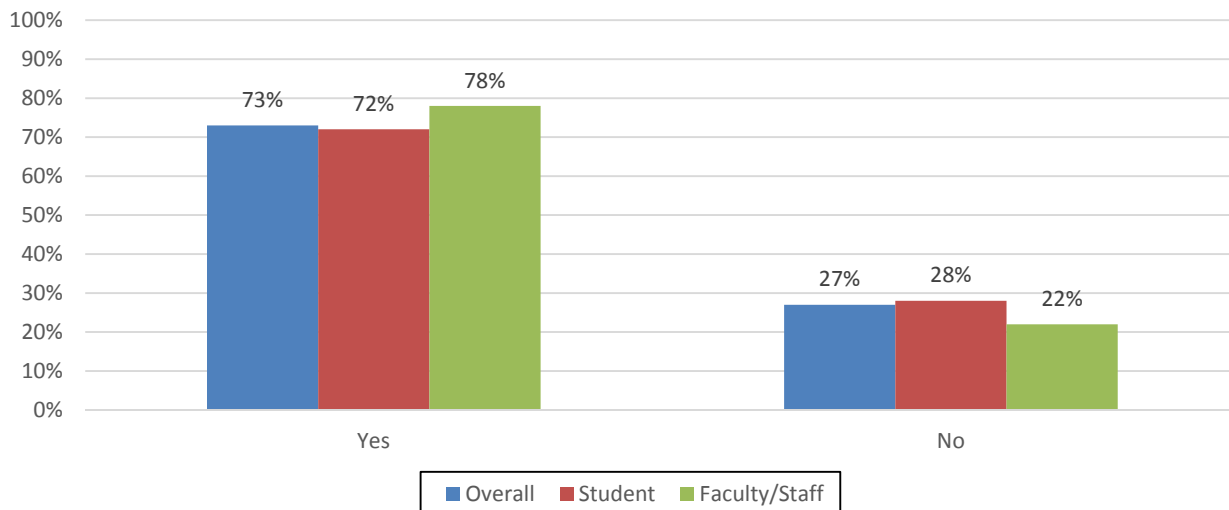
**Figure 17: Overall, do you think this service is a good or bad idea?**



## Alternate Forms of Transportation

Seventy-three percent (73%) of UNH Durham faculty, staff and students say they are aware of ZipCar on the UNH Durham campus.

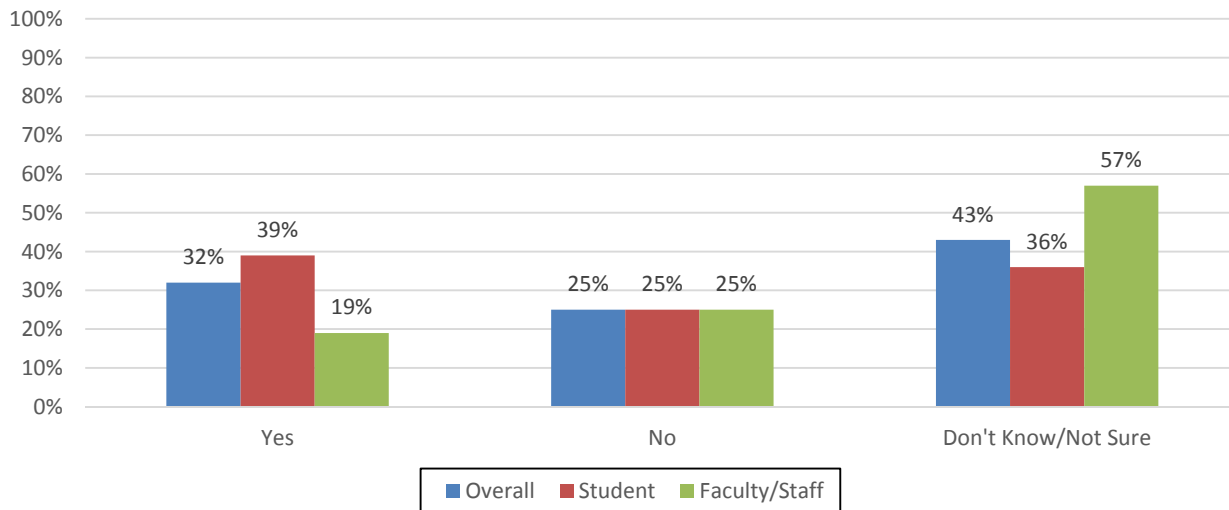
**Figure 18: Are you aware of ZipCar on the UNH Durham Campus? (UNH Durham Respondents)**



UNH Durham faculty, staff and students are unsure or divided about whether ZipCars are adequate to fit access needs between campuses – 32% say it does, 25% say it doesn't and 43% are unsure.

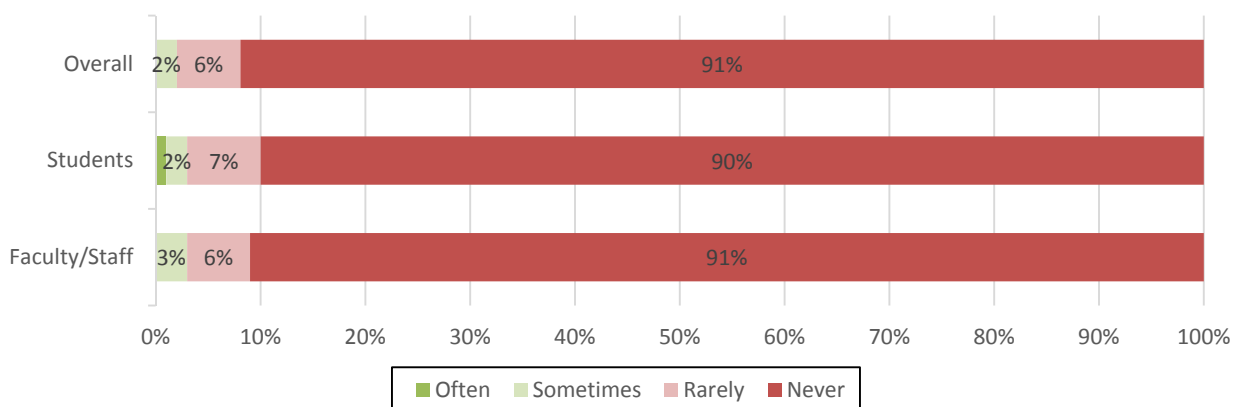
- Faculty and Staff members (57%) are *more likely* to be unsure about whether ZipCars fit the needs between campuses.

**Figure 19: Are ZipCars Adequate to Fit Access Needs Between Campuses? (UNH Durham Respondents)**



Very few UNH Durham faculty, staff and students use ZipCars – just 2% say they use ZipCar sometimes, 6% use it rarely and 91% have never used ZipCar.

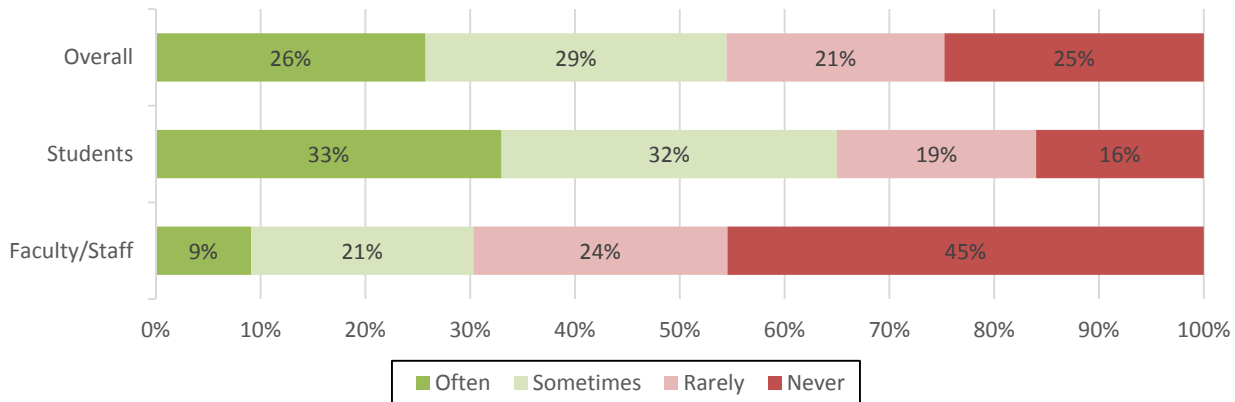
**Figure 20: How Often Do You Use ZipCar? (UNH Durham Respondents)**



UNH Durham faculty, staff and students are *more likely* to use University transportation's bus service than zip cars -- A majority (55%) say they use Wildcat Transit at least sometimes (26% often and 29% sometimes), 21% use it rarely and 35% never use it.

- Students (65% often or sometimes) are *more likely* to use Wildcat Transit.

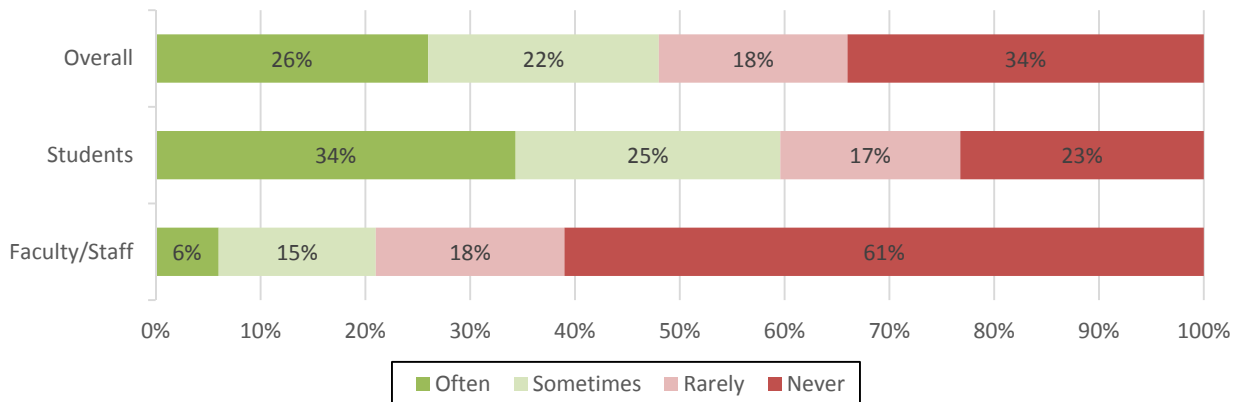
**Figure 21: How Often Do You Use Wildcat Transit? (UNH Durham Respondents)**



Forty-eight percent (48%) of UNH Durham faculty, staff and students say they use the campus connector at least sometimes (26% often, 22% sometimes), 18% use it rarely, and 34% never use it.

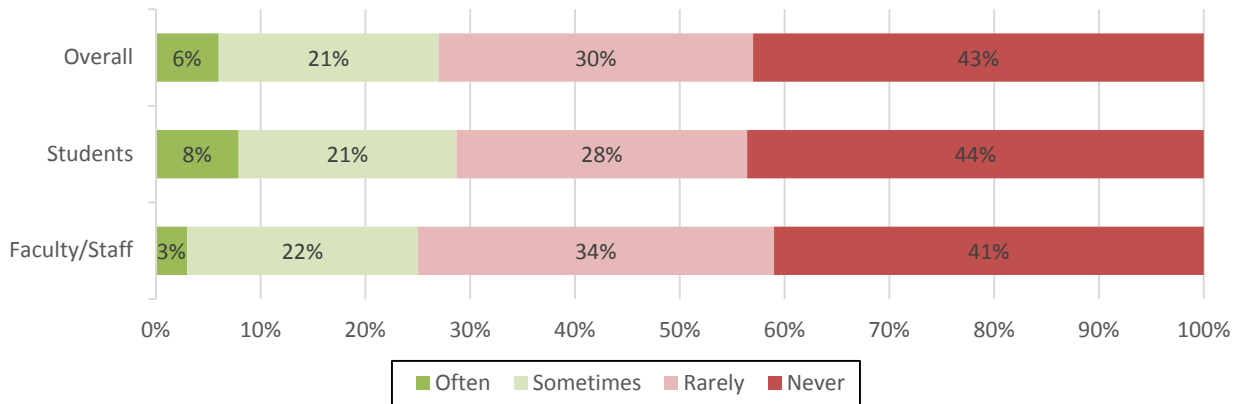
- Students (59% often or sometimes) are also *more likely* to use the Campus Connectors.

**Figure 22: How Often Do You Use Campus Connector? (UNH Durham Respondents)**



UNH Durham faculty, staff and students are less likely to say they use the Amtrak Downeaster – 27% use it often (6%) or sometimes (21%), 30% use it rarely and 43% never used it.

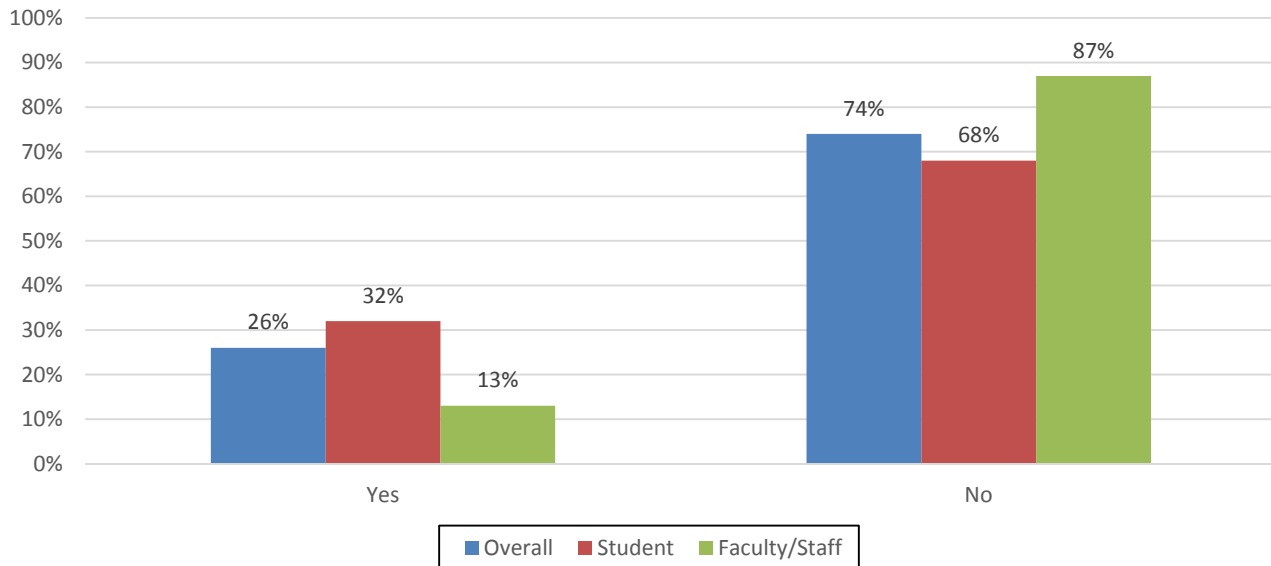
**Figure 23: How Often Do You Use the Amtrak Downeaster? (UNH Durham Respondents)**



Only about one quarter (26%) of UNH faculty, staff and students say they currently use rideshare or ride-service apps (such as uber).

- Students (32%) are *more likely* to currently use ride-share apps then faculty and staff (13%).

**Figure 24: Do You Currently Use Any Rideshare Apps?**

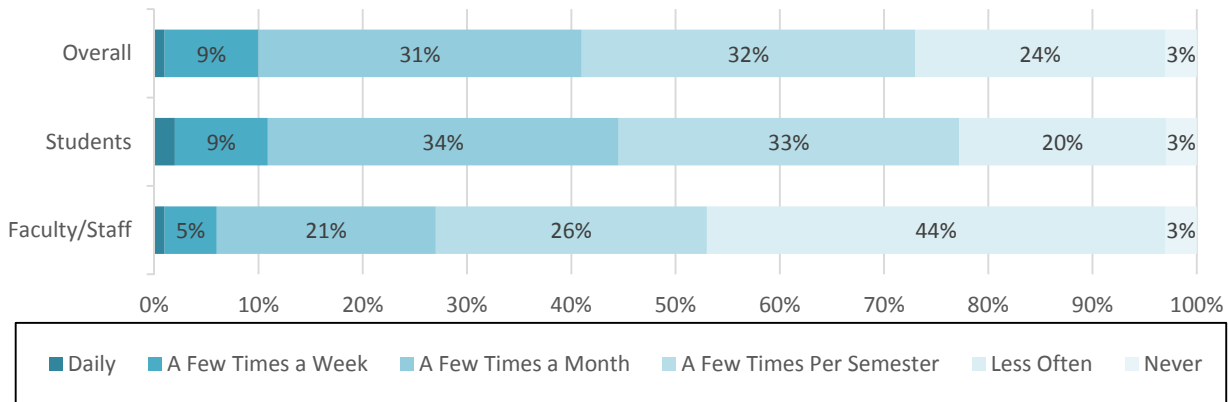




Of those who use ridesharing (N=1086), 41% use them at least a few times a month (1% daily, 9% a few times a week, 31% a few times a month), and 56% use it less often (32% a few times per semester and 24% less often).

- Students are *more likely* (45% at least a few times a month) to use ridesharing more frequently than faculty or staff (27% at least a few times a month).

**Figure 25: How frequently do you use any formal or informal ridesharing?**



Three in five (61%) use ridesharing to visit family/friends, 11% use it to attend sporting events, 9% use it to attend speaking events and 8% use it to go out.

- Students are *more likely* (67%) to use rideshare apps to visit family and friends than faculty or staff (24%).

**Figure 26: For what reasons do you rideshare?**

