University of Oregon Commuter Survey 2013

Summary of Survey Method

The UO Commuter Survey 2013 was completed winter term by Campus Planning and Real Estate and the Office of Sustainability in collaboration with the Oregon Leadership in Sustainability (OLIS) program. Parking and Transportation and Bike Program participated in the survey development. The purpose of the survey was to collect information for transportation planning and decision-making, as well as information necessary for estimating greenhouse gas (GHG) emissions, which is required by the university's Climate Action Plan.

Survey Facts/Methods
Survey Period: Feb 27 through Mar 5, 2013
Distribution method: E-mail
Survey Software: Qualtrics
Sample Type: Random sample (20% of UO population)
Sample Size: 5,700 (4,800 students, 900 faculty/staff)
Surveys Completed: 1,240
Response Rate: 22%
Incentives: Prize drawings (two $50 gift certificates, free bike rental, and bike safety equipment)

UO Population (Fall 2012): 29,570

Weighting:
The data was weighted, where needed, to better reflect the actual UO population by “UO status” (i.e., percentage of students by academic level, and percentage of faculty and staff). The survey received a disproportionately higher number of responses from graduate students, faculty, and staff in comparison to undergraduates, which is common. Statistics used for weighting were from Fall 2012 (what was readily available). Percentages for undergrad by year were not readily available, so those percentages were estimated for this year's survey. CPRE used the automated weighting function in Qualtrics.

Weighting for “UO status” was not used when the data was filtered for the following subgroups because it either wasn’t necessary (percentages were already accurate or there was only one subgroup) or it didn’t make a noticeable difference in the data: Faculty/Staff, Faculty, Staff, Undergrads, Female Undergrads, Male Undergrads, Female Grads, Male Grads, Female Faculty/Staff, Male Faculty/Staff.

Weighting by gender was used for the following subgroups: Faculty/Staff, Faculty, and Staff. This is because there were a disproportionate amount of female responses, and the data was noticeably skewed for this reason. At the aggregate level (students, faculty, and staff), weighting for gender was not used because it did not make a noticeable difference in the results.

By Emily Eng, CPRE
05/01/13
It should be noted that the development and implementation of this survey was also an effort to put a system into place for conducting regular commuter surveys and comparing the data year to year. Similar surveys have been completed by the UO in the past, but by different parties, for different purposes, and using different methodologies.

The statistics in the attached survey report may not be “apples to apples” with past data, such as from 2009 and 2011. While the methodology is still a work in progress, the 2013 data should be more accurate. First, questions were streamlined and revised to be clearer to the recipient and encourage more responses. Second, as discussed earlier, the data was weighted to better reflect the actual UO population.

Results have been summarized, reorganized (for more clarity), and broken into subgroups in the UO Commuter Survey 2013 Summary of Statistics spreadsheet.

In addition, survey reports for the overall UO population and subgroups are available or can be available upon request. The survey consisted of 33 total questions, but recipients did not necessarily see all questions, depending on their answers. Display logics were used so that questions that did not apply to a recipient were not displayed. Therefore, results in the report should be considered along with the display logic of the question. If a question had a display logic, it is shown at the upper right-hand corner of the page in the report.

Please contact Campus Planning and Real Estate (Emily Eng, 541-346-5606; main office, 541-346-5562) for electronic copies of the survey reports or if you have any questions.