



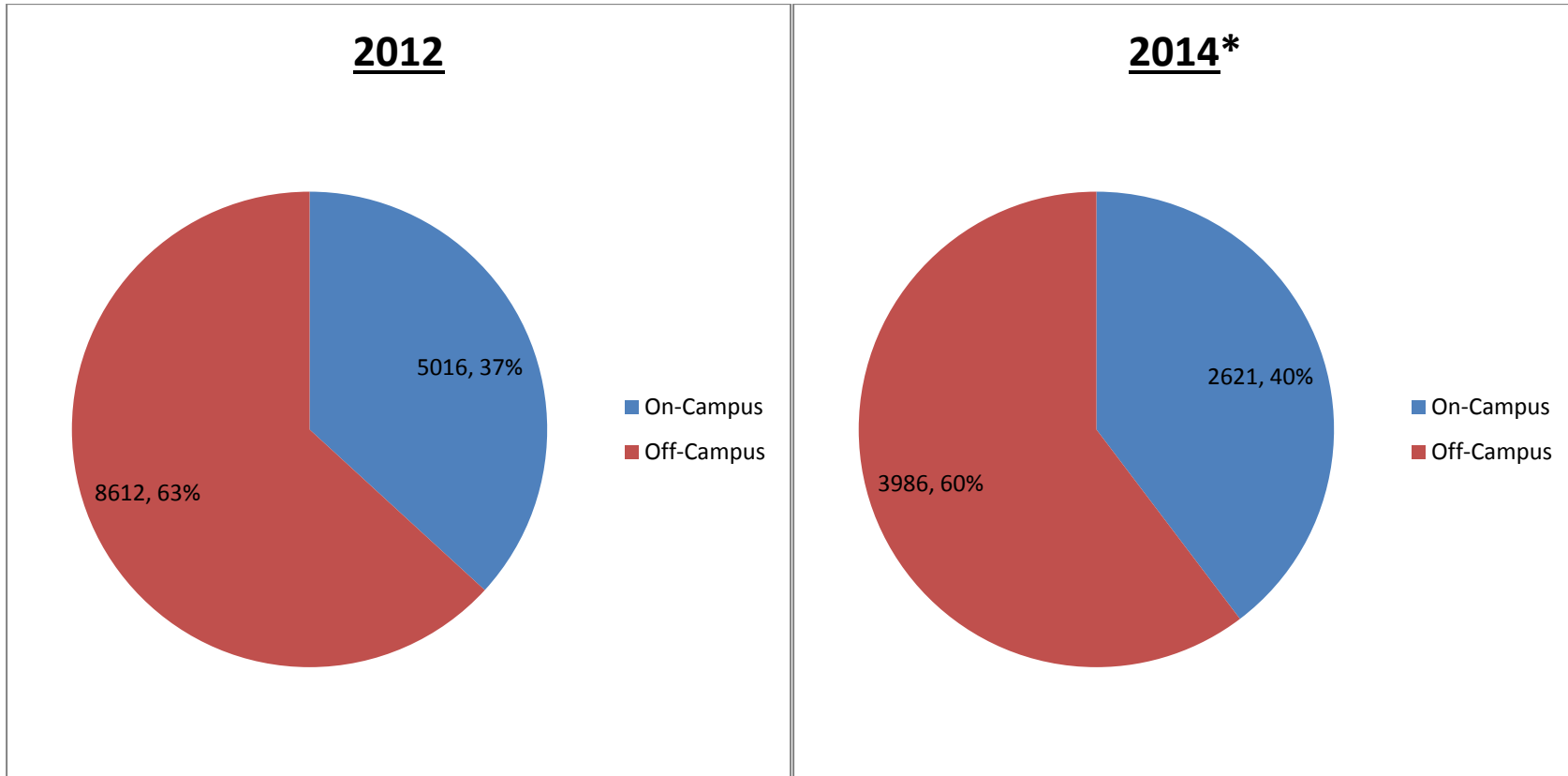
INDIANA UNIVERSITY

CENTER FOR SURVEY RESEARCH

2014 Transportation Demand Management Survey
Indiana University Bloomington Survey Analysis
Students

This report was prepared by the Indiana University Center for Survey Research. The Indiana University Transportation department contracted with the Center for Survey Research to conduct its survey during fall 2014.

Demographics – Survey Responses by Housing Location

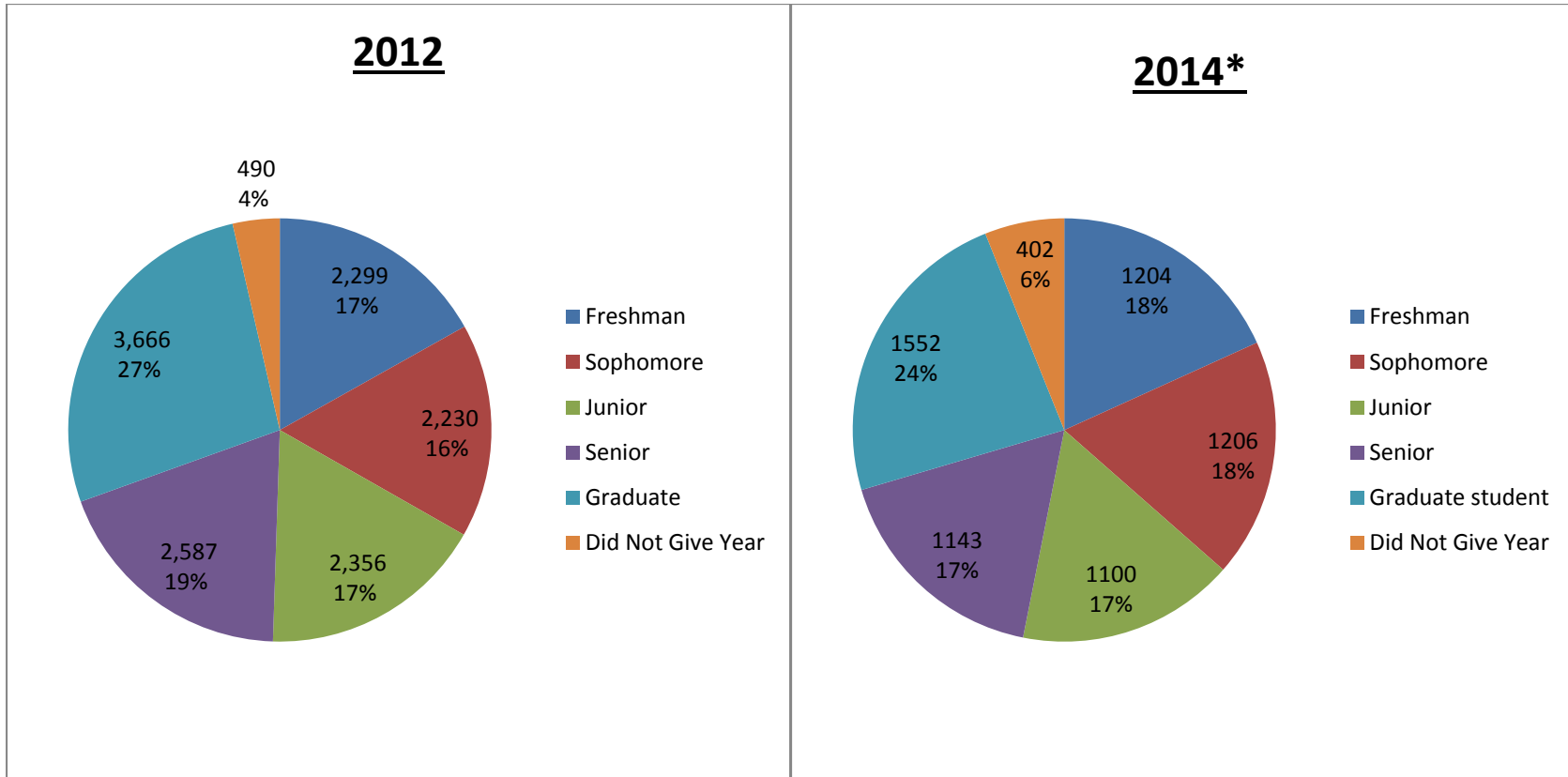


Distribution of survey responses to item

“Do you live in IUB housing (e.g., RPS resident halls and apartments, IUB fraternity/sorority)?”

**IU provided approximately one half of the student population in 2014.*

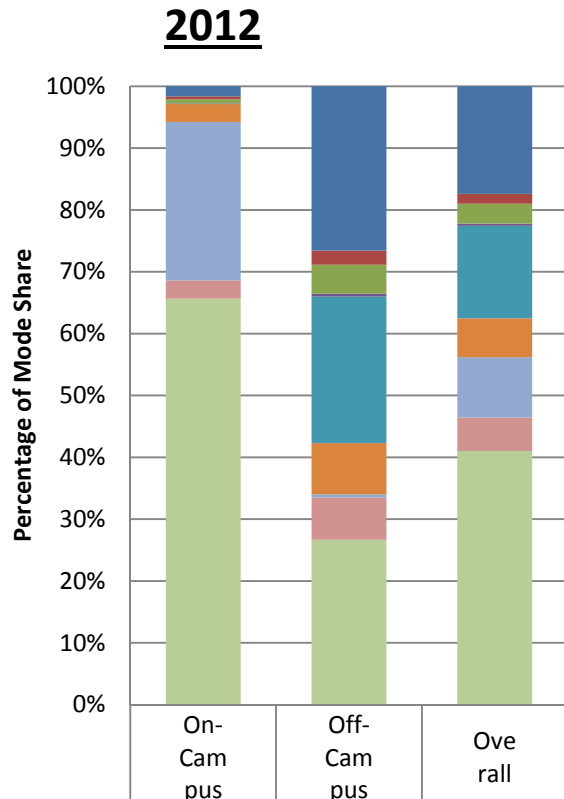
Demographics – Survey Responses by Class



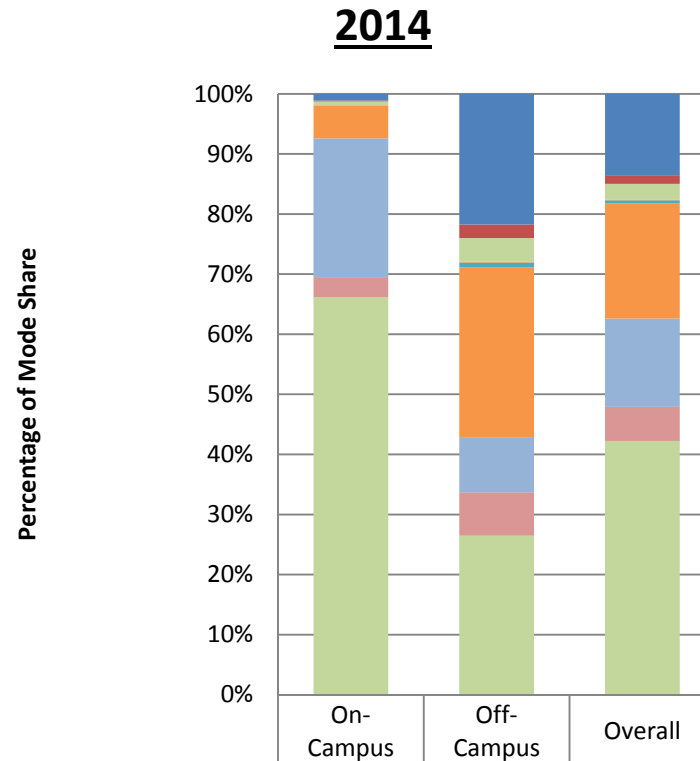
Survey responses by status (undergraduate, graduate) and class.

**IU provided approximately one half of the student population in 2014.*

Commuter Behavior – Mode Share by Residence Type



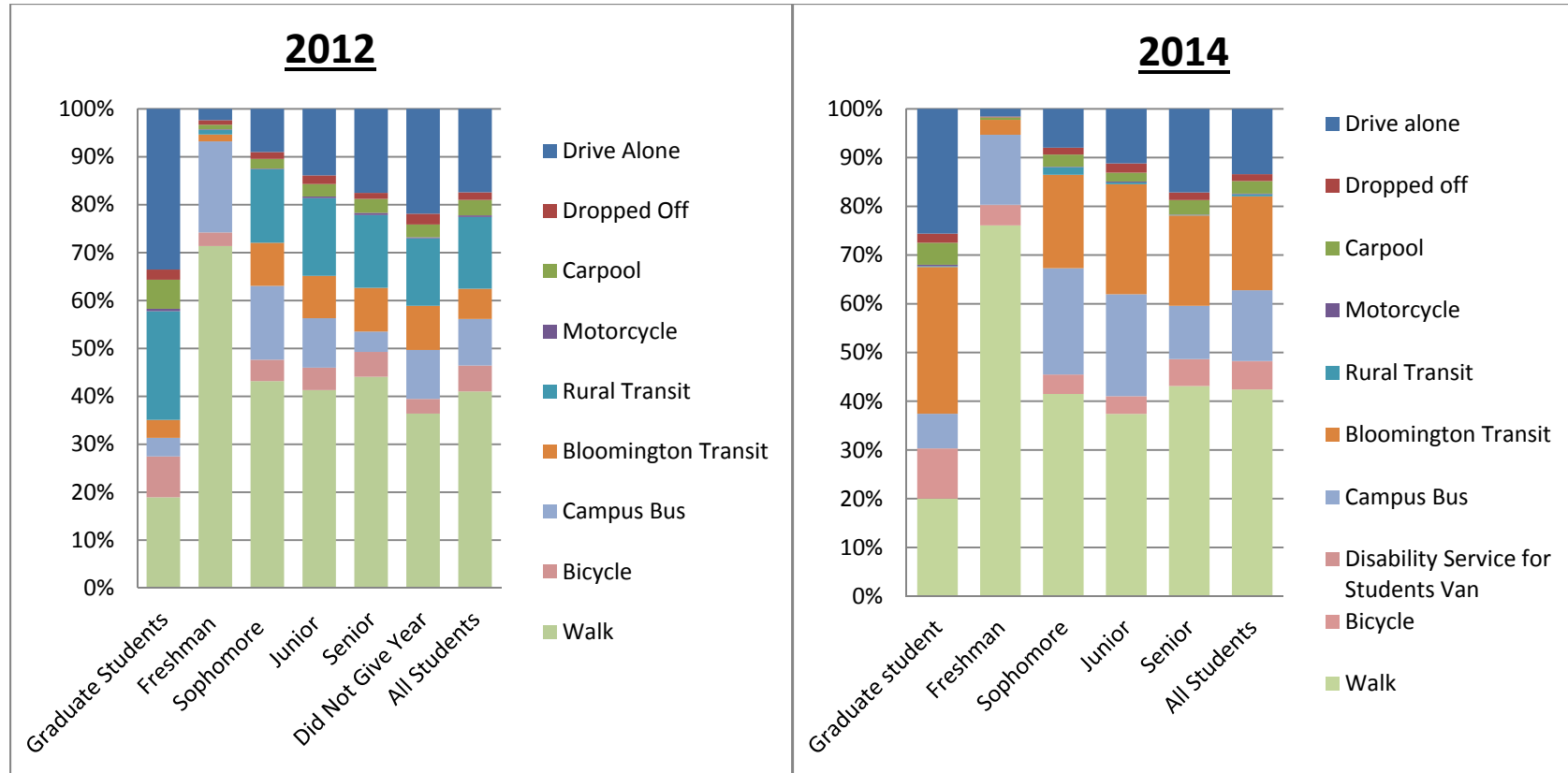
Drive Alone	82	2290	2372
Dropped Off	23	195	218
Carpool	34	404	438
Motorcycle	6	40	46
Rural Transit	0	2040	2040
Bloomington Transit	145	713	858
Campus Bus	1284	44	1328
Bicycle	149	589	738
Walk	3293	2297	5590



Drove alone	29	864	893
Dropped off	4	90	94
Carpooled	16	157	173
Motorcycle	2	6	8
Rural Transit	0	32	32
Bloomington Transit	143	1123	1266
Campus Bus	605	366	971
Disability Services Van	1	2	3
Bicycled	86	284	370
Walked	1734	1053	2787

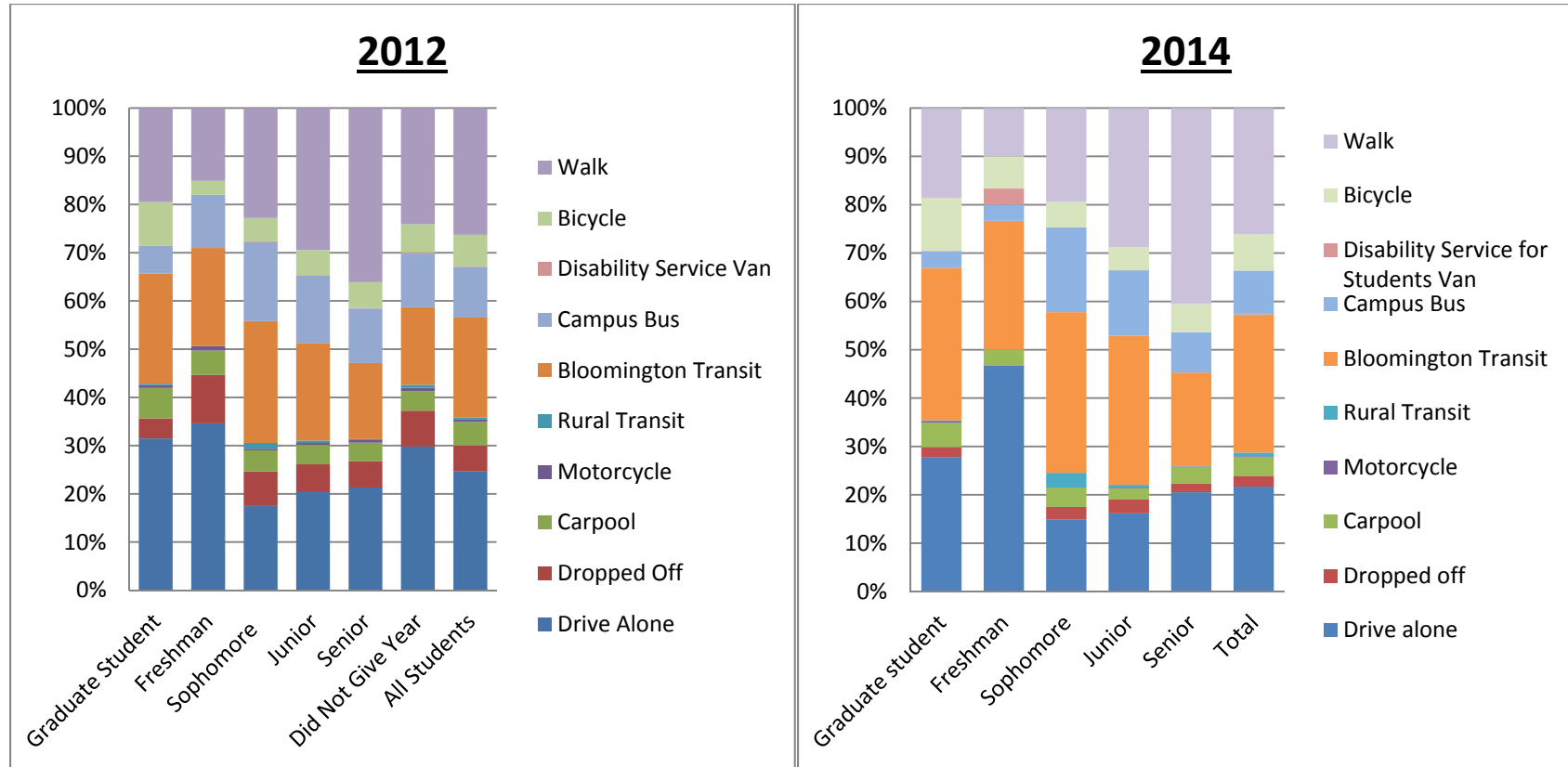
Mode share by
housing location

Commuter Behavior – Mode Share by Class



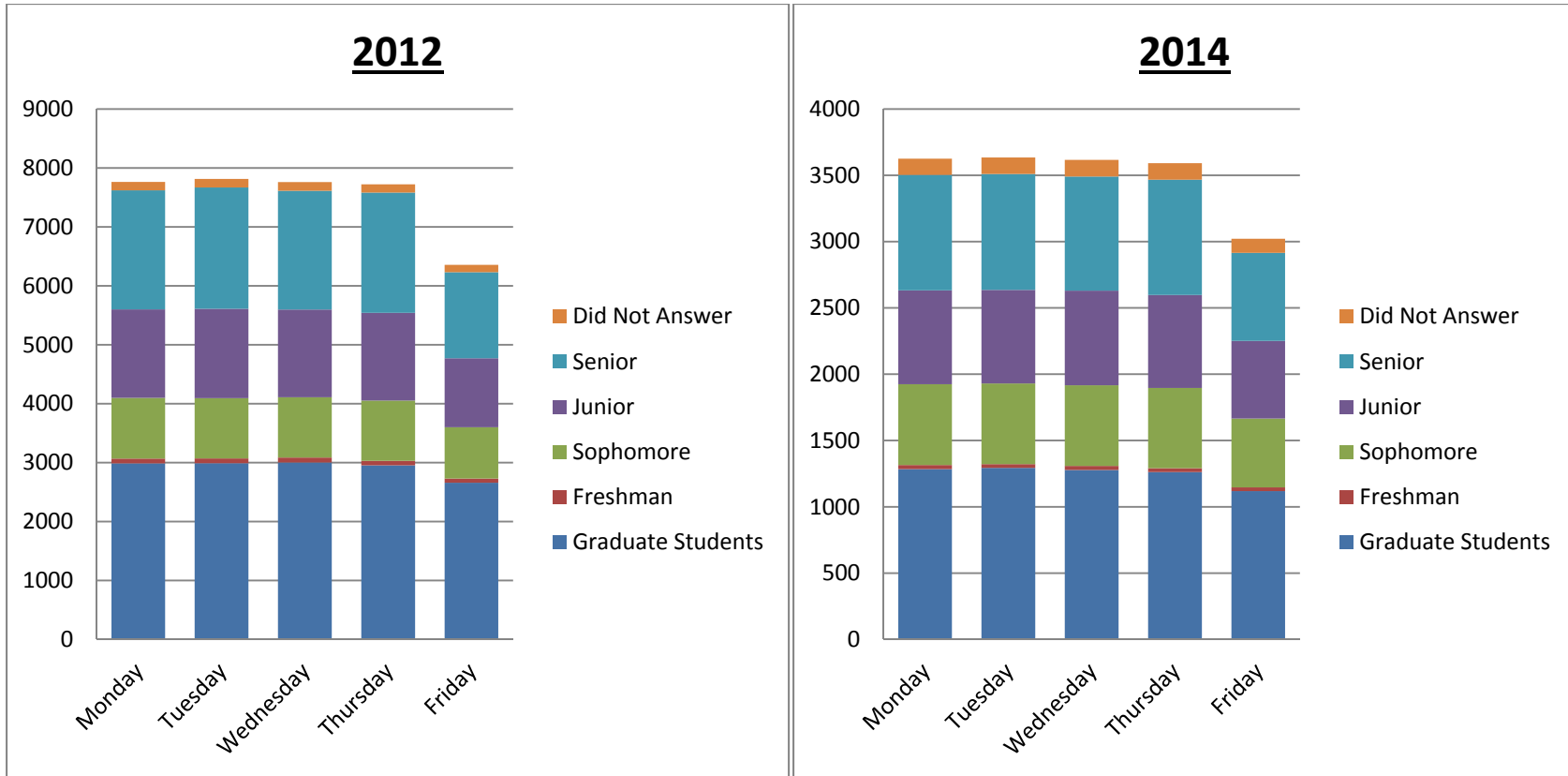
Mode share by class

Commuter Behavior – Mode Share by Class, Off-Campus Commuters



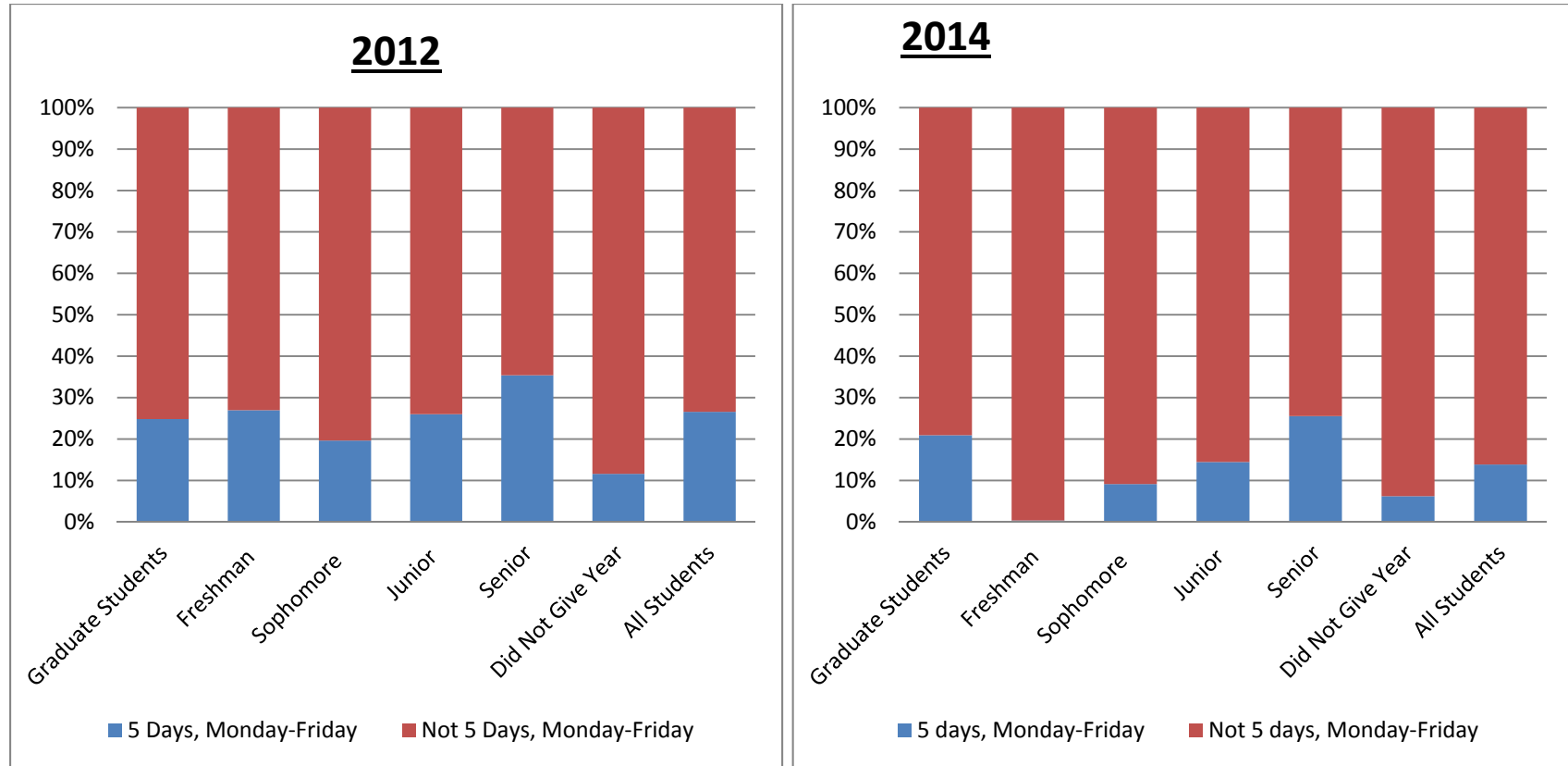
Mode share by class (Off-campus commuters)

Commuter Behavior - Students Commuting to Campus



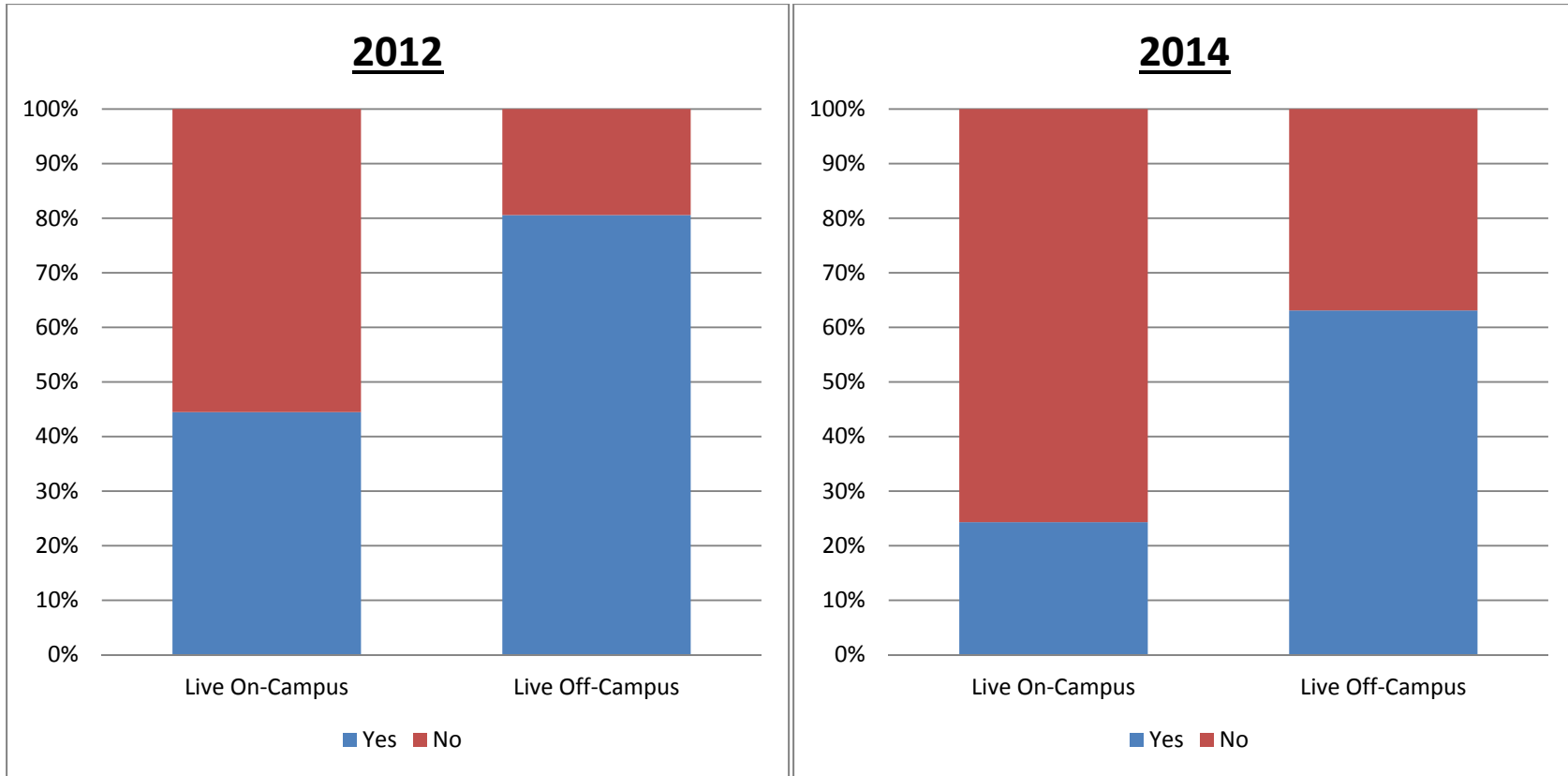
Number of people commuting to campus each day per week, by class.

Commuter Behavior – Students On-Campus Monday-Friday, by Class



Distribution of commuting schedule, by class.

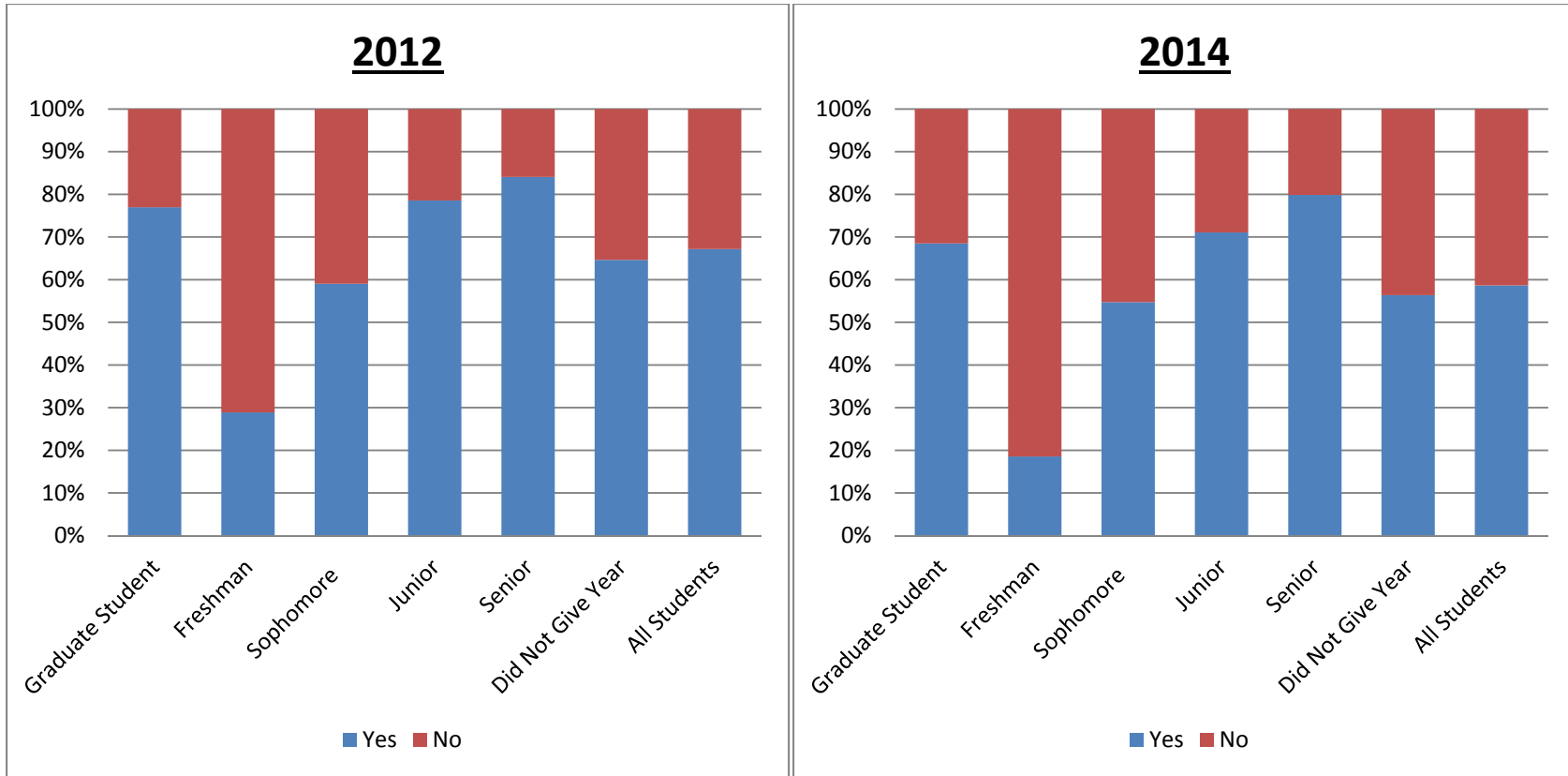
Car on Campus



Distribution of responses to survey item

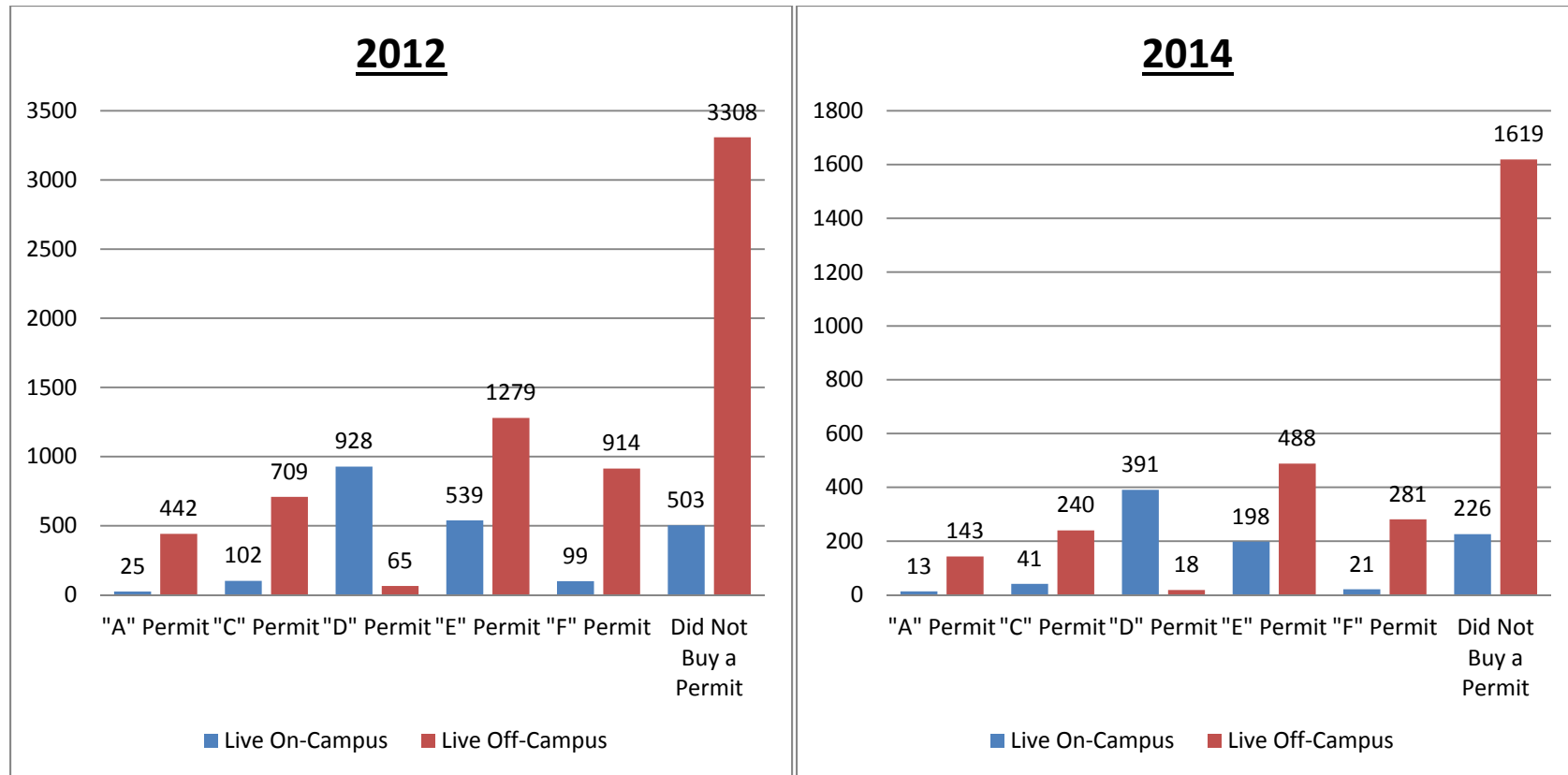
"Do you have a car with you at school?" (By on- or off-campus status)

Car on Campus, by Class



Distribution of responses to survey item
 "Do you have a car with you at school?" (By class)

Car on Campus – Permit Purchased



Distribution of survey responses to item

"What type of permit did you purchase for {academic year}?"

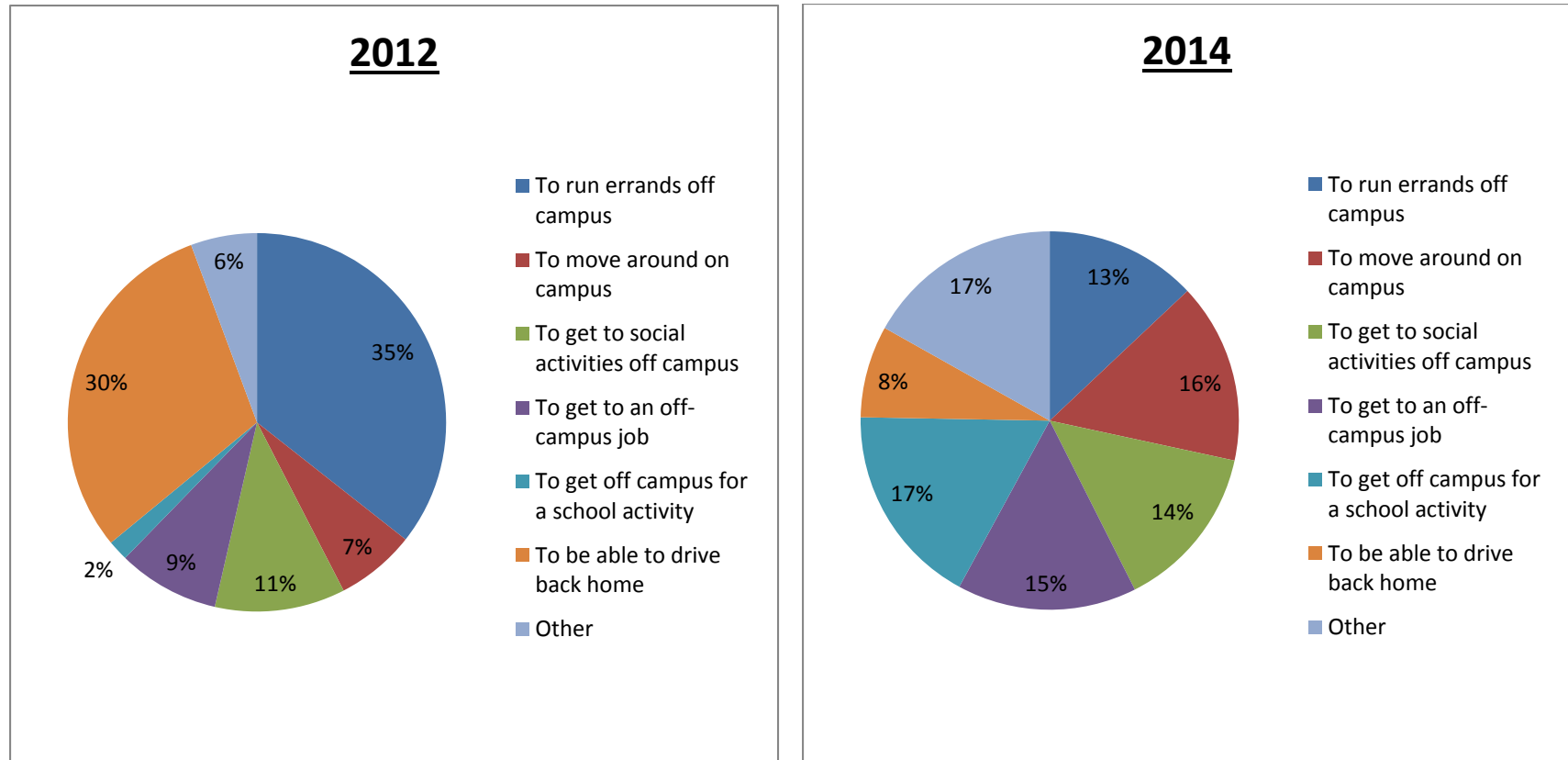
Car on Campus – Permit Purchased, by Class



Distribution of survey responses to item

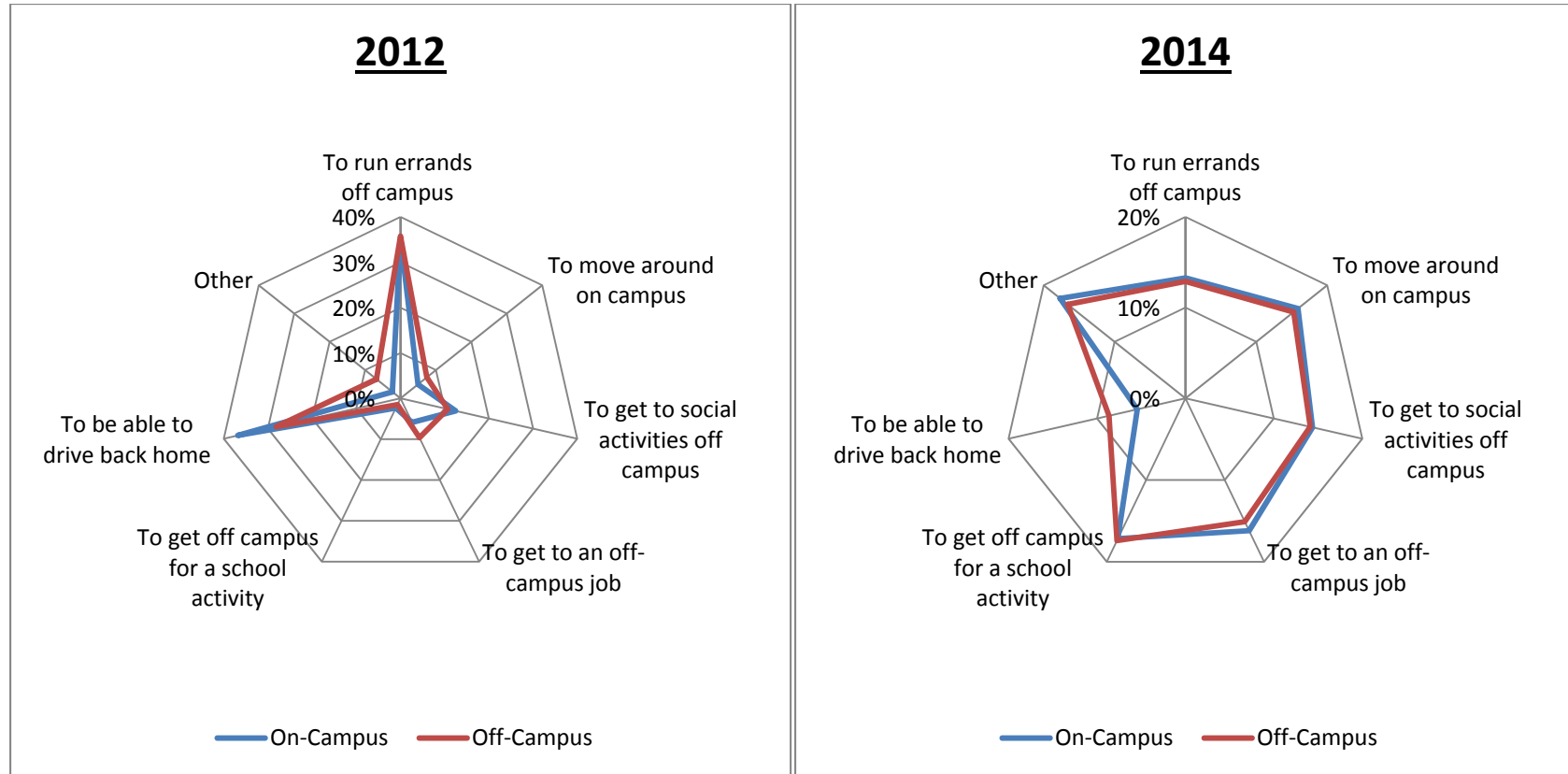
"What type of permit did you purchase for {academic year}?" (By class)

Car on Campus – Reasons to Have a Car at School



*Distribution of survey responses to item
"Please check the top two reasons you brought a car to school."*

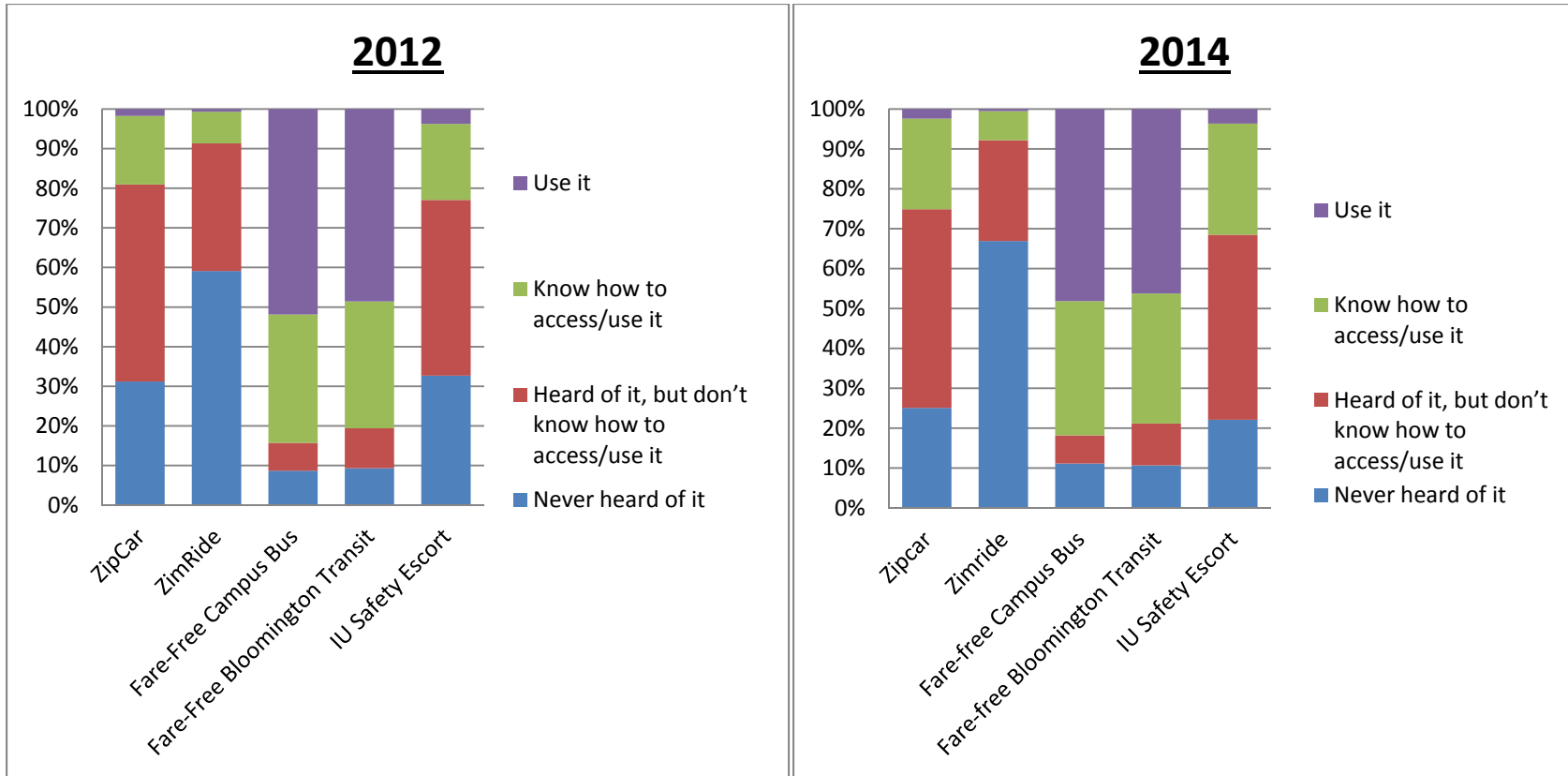
Car on Campus – Reasons to Have a Car at School, by Housing Location



Radar chart representing survey responses to item

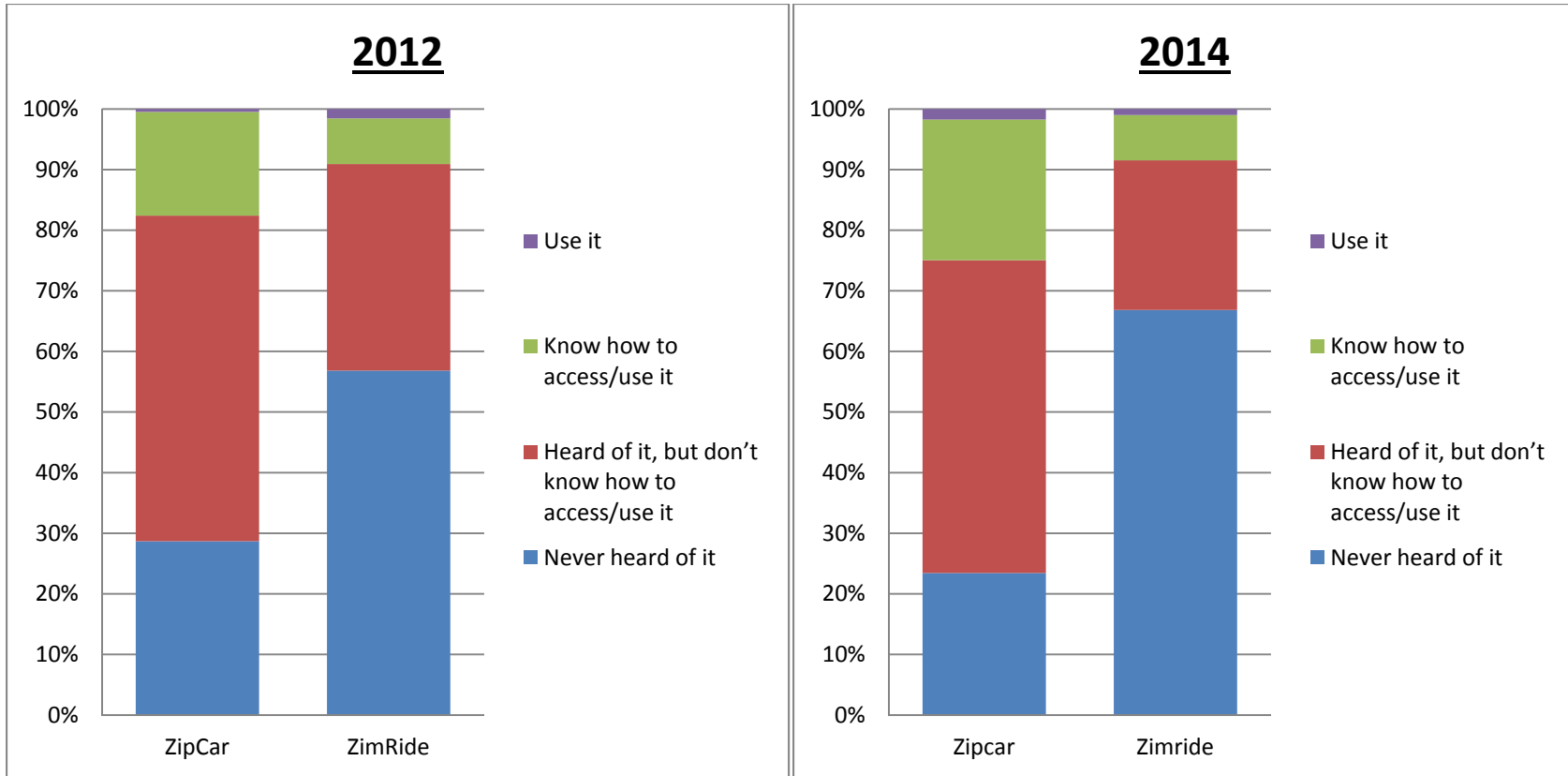
“Please check the top two reasons you brought a car to school.” (By on- or off-campus status)

Awareness - Program Awareness, All Students



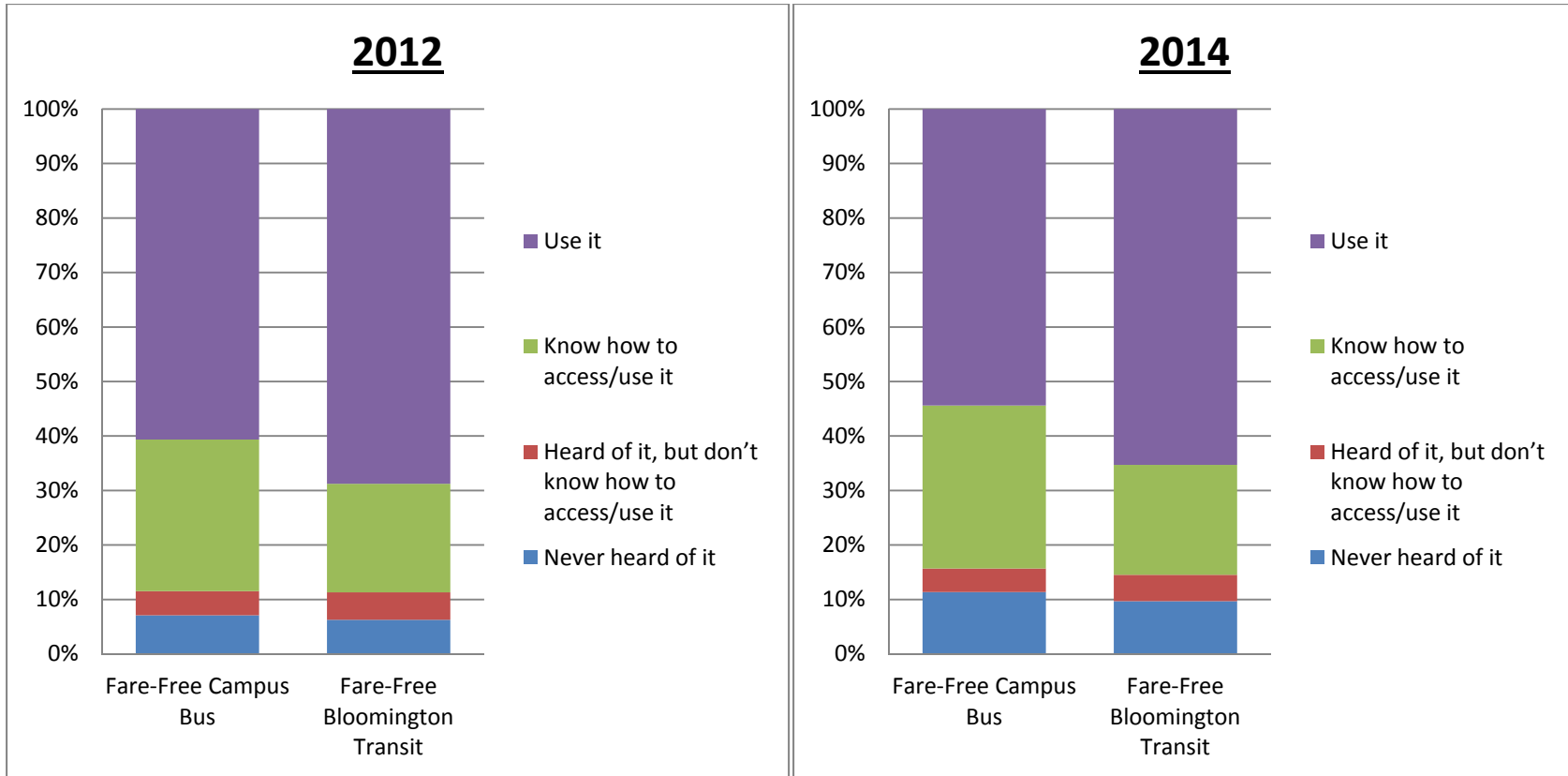
Awareness of IUB transportation programs

Awareness - Program Awareness, All Carpoolers



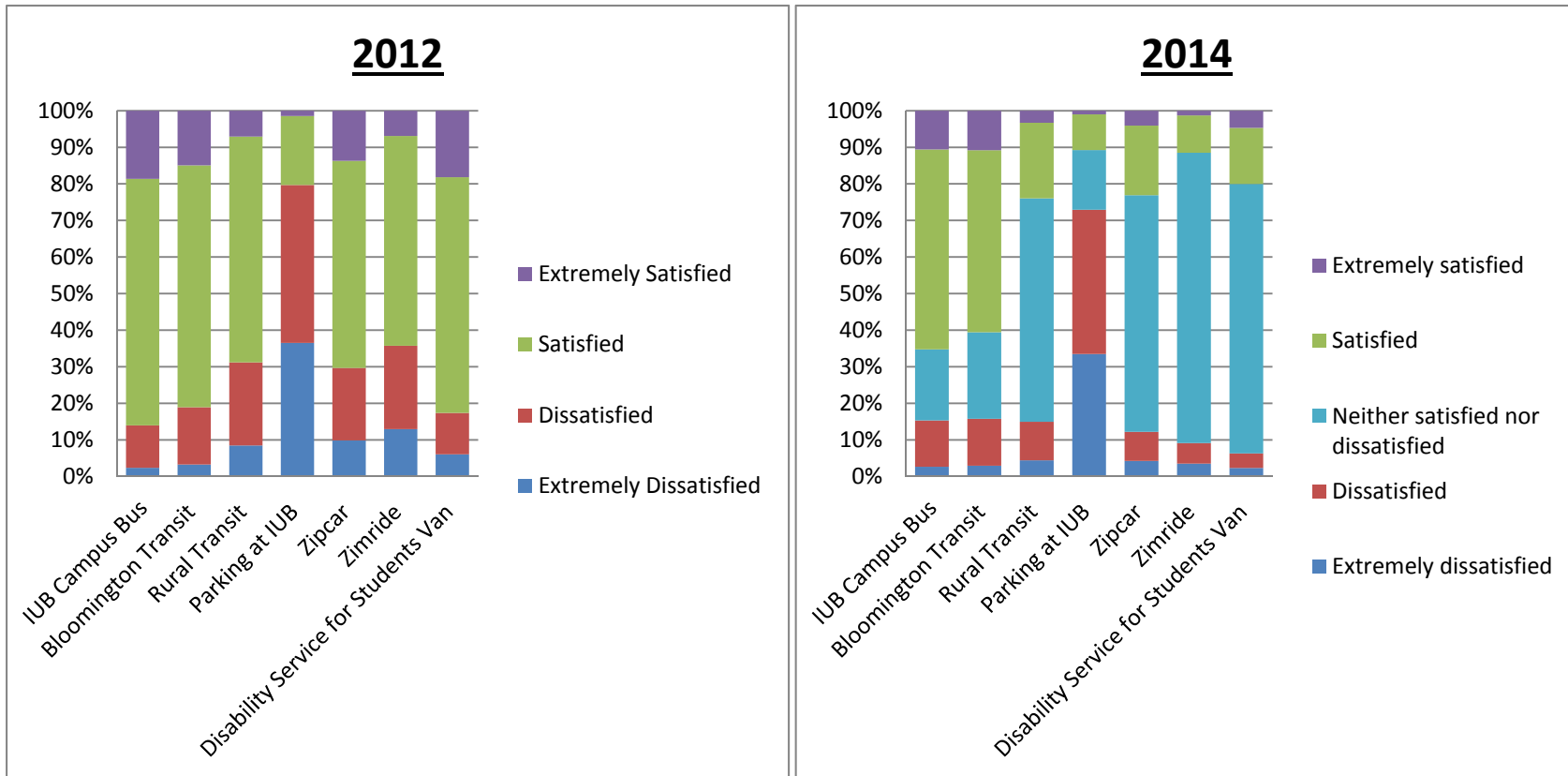
Awareness of IUB carpool transportation programs (All carpoolers)

Awareness – Program Awareness, Transit Riders



Awareness of IUB transit transportation programs (All transit commuters)

Opinion – Transportation Program Rating, Overall

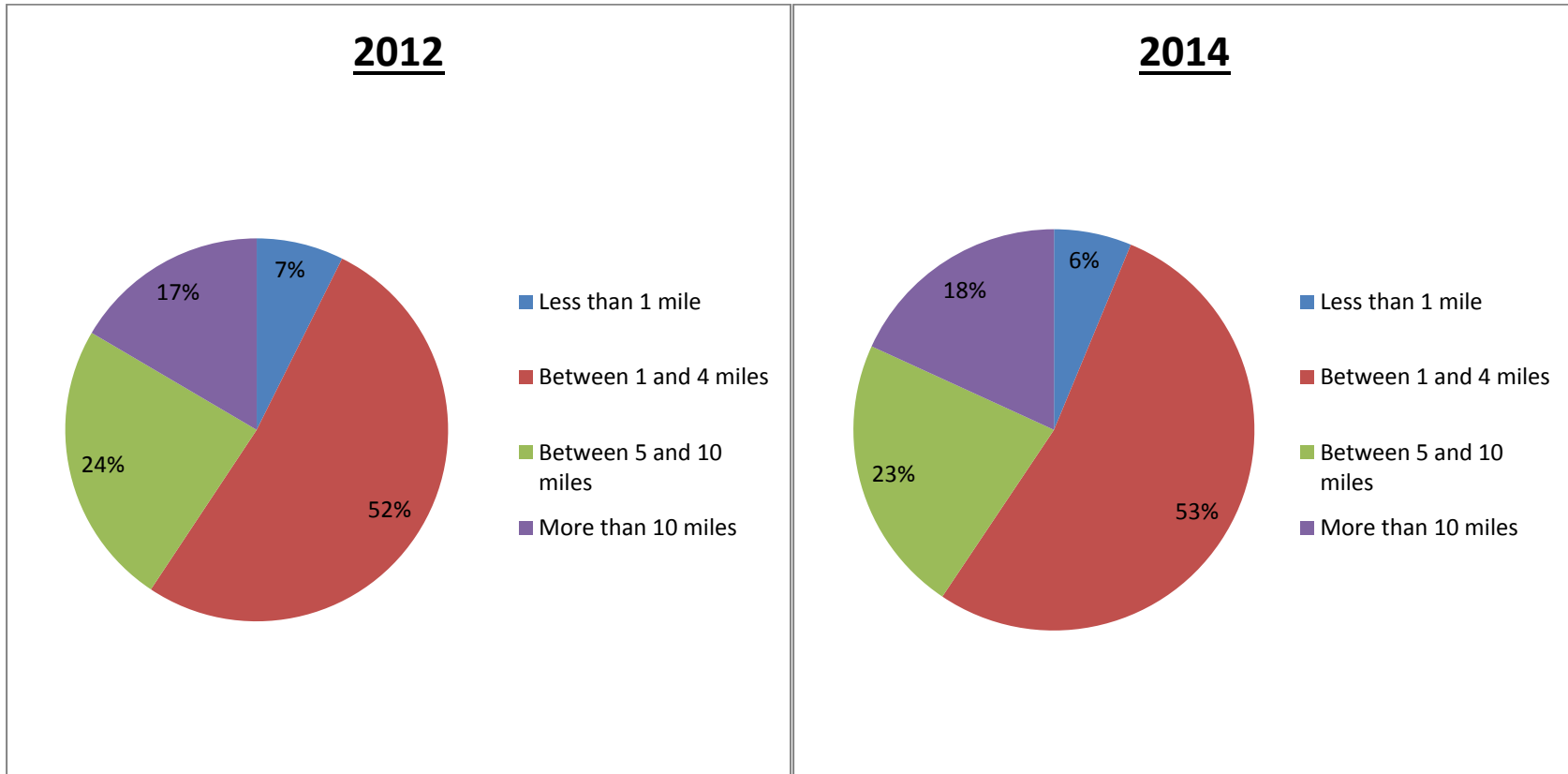


Satisfaction with IUB transportation programs

*Scale was adjusted to 5-points with a neutral midpoint in 2014.

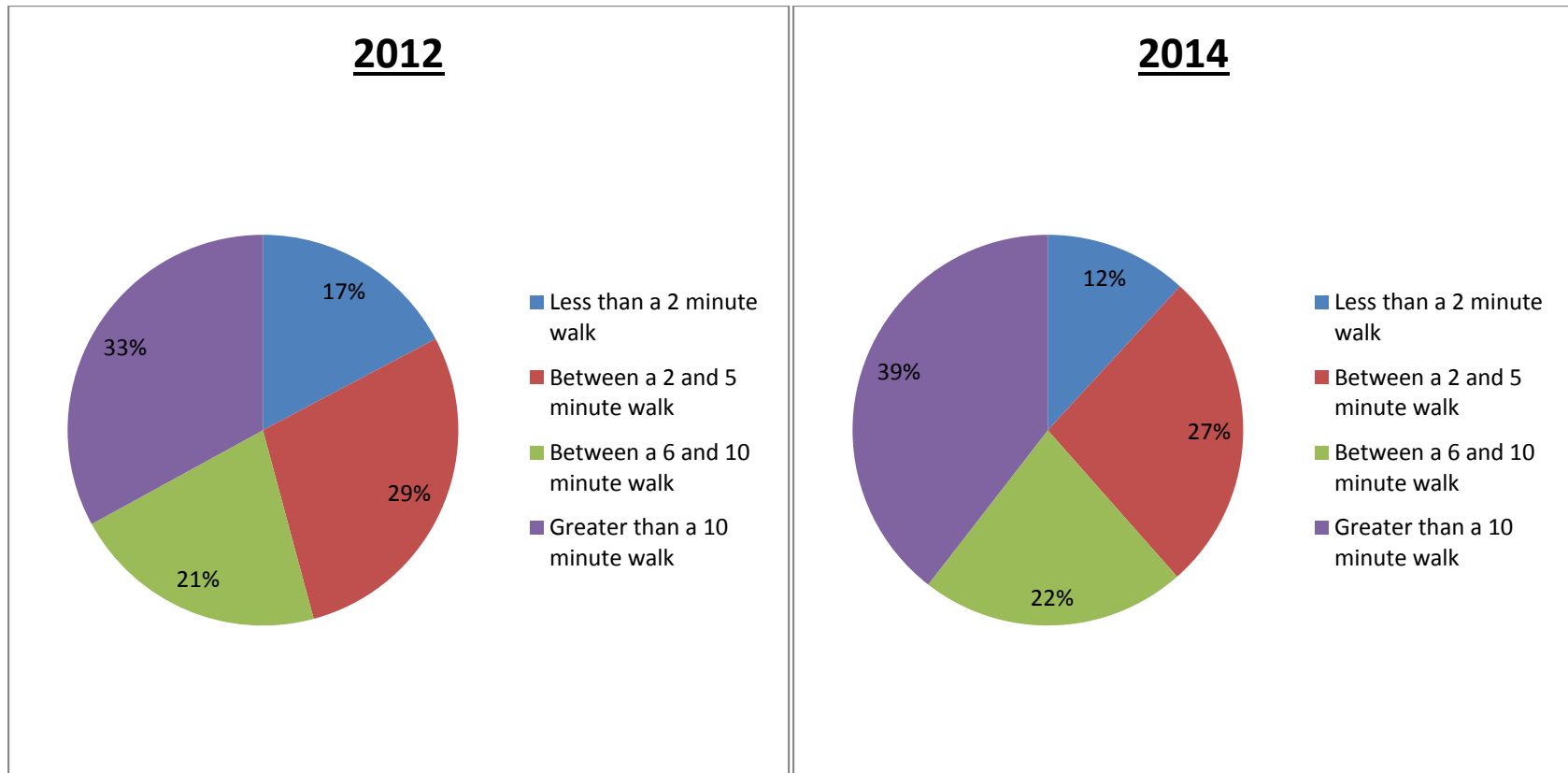
Encouragement to use alternative modes

Single Operating Vehicle (SOV) commuters – Commuting Distance to Campus



*Distribution of survey responses to item
"How far is your one-way commute to campus?" (SOV commuters)*

Encouragement to use alternative modes Single Operating Vehicle (SOV) commuter – Distance from Parking Space to Final Destination

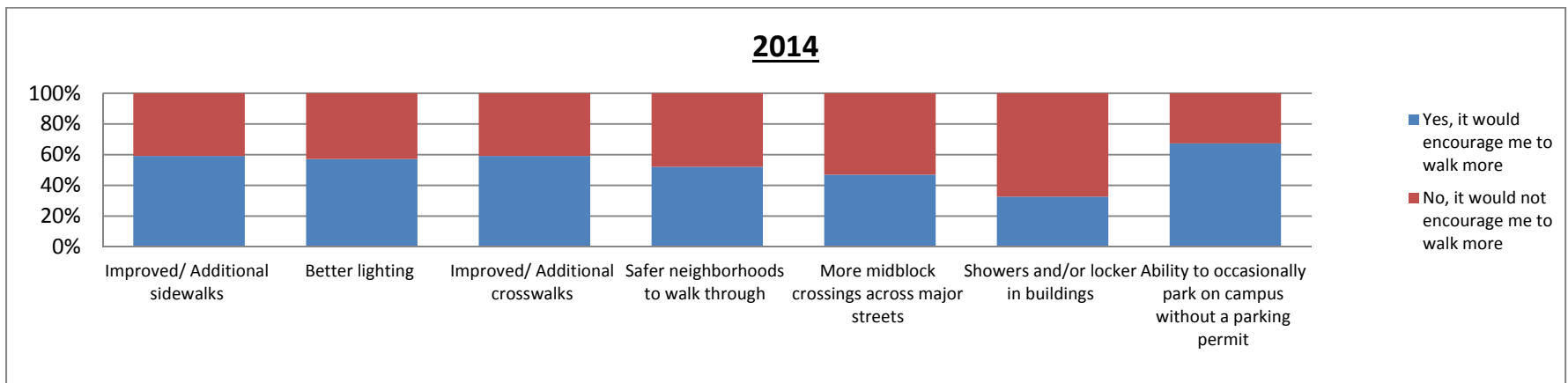
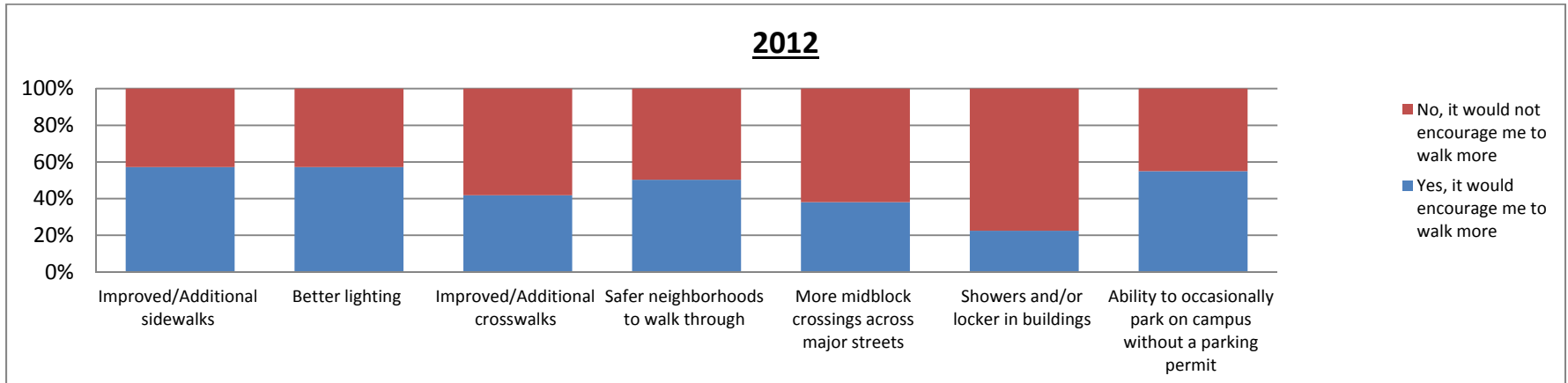


Distribution of survey responses to item

"How far is your parking space from your final destination (typically)?" (SOV commuters)

Encouragement to use alternative modes

SOV Commuters- Factors to Encourage More Walking

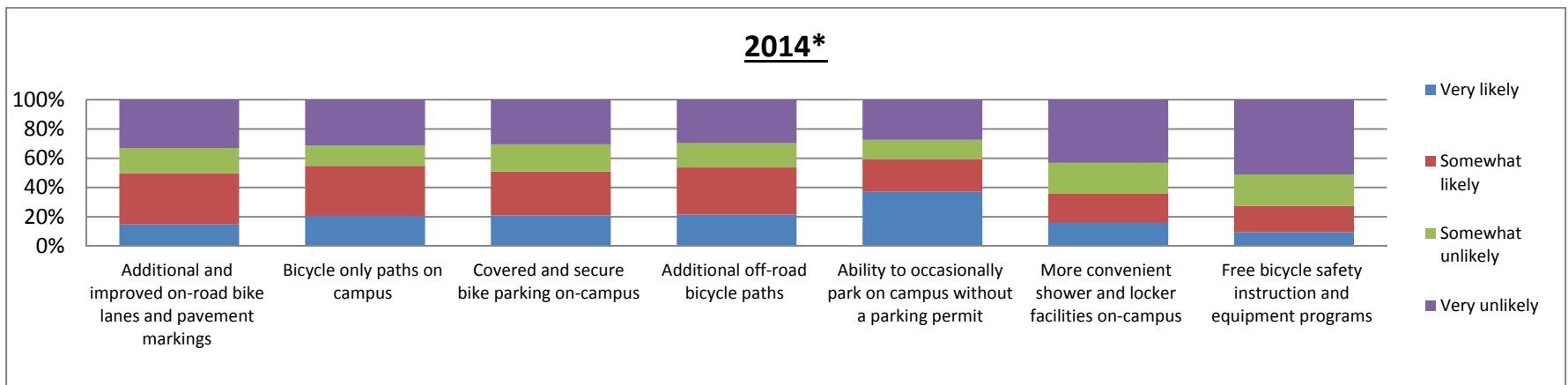
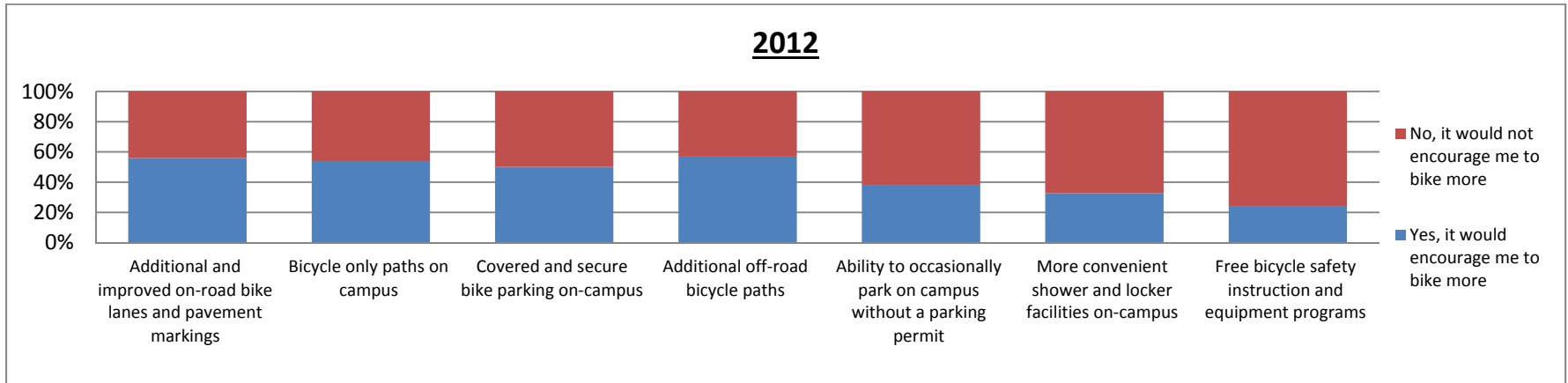


Distribution of survey responses to item

“Would the following encourage you to commute more by walking to campus?” (SOV commuters within 1 mile of campus)

Encouragement to use alternative modes

SOV Commuters - Factors to Encourage More Biking



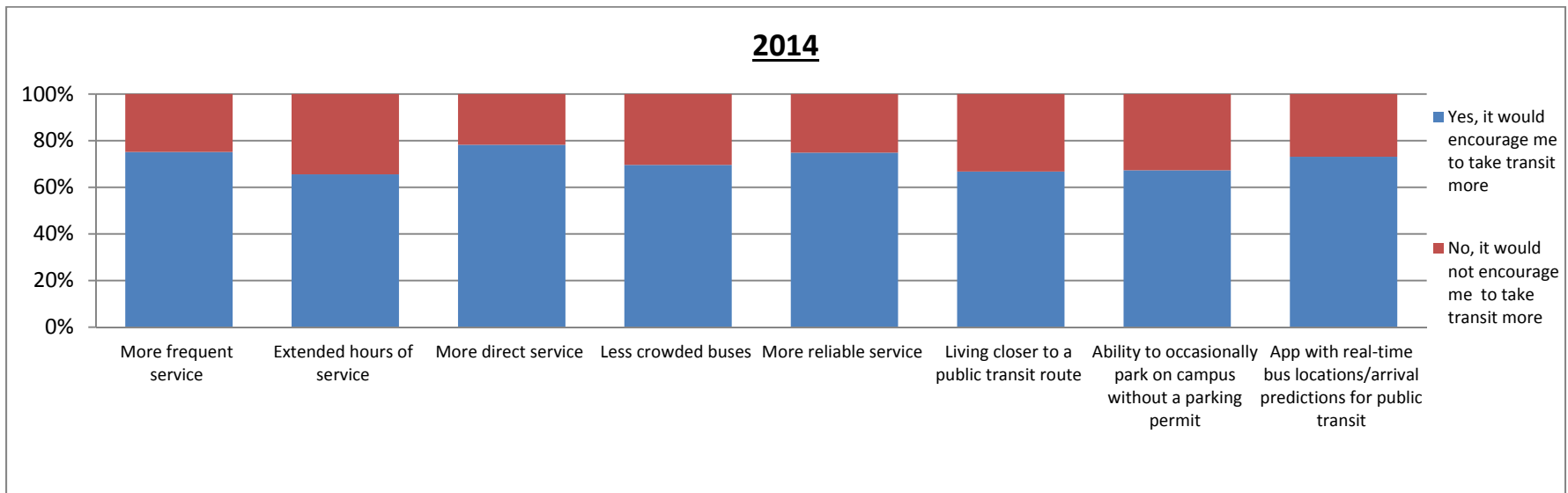
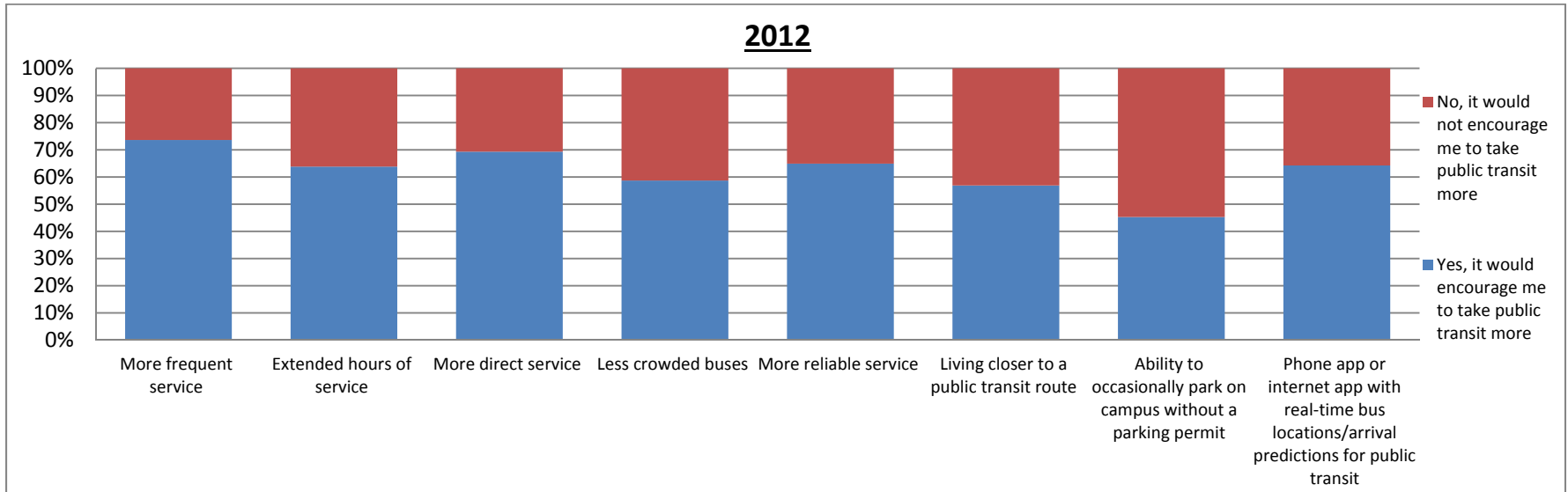
Distribution of survey responses to item

“To what extent would the following encourage you to commute more by biking to campus?” (SOV commuters within 1-5 miles of campus)

**Survey question was reworked, including a new response set, in 2014.*

Encouragement to use alternative modes

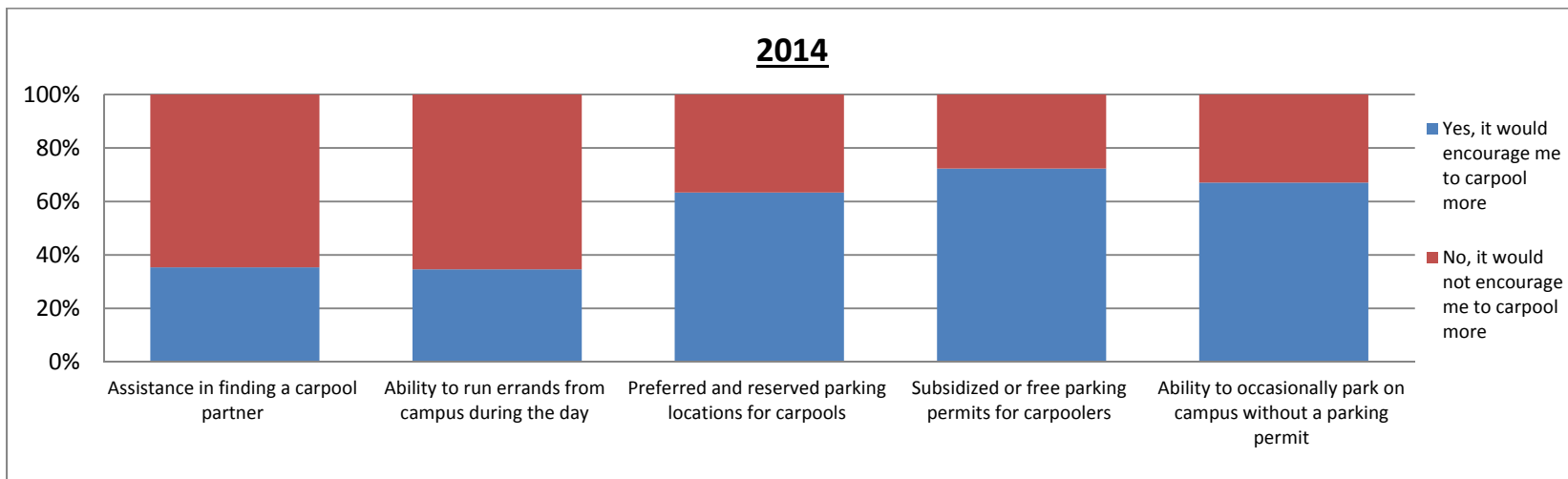
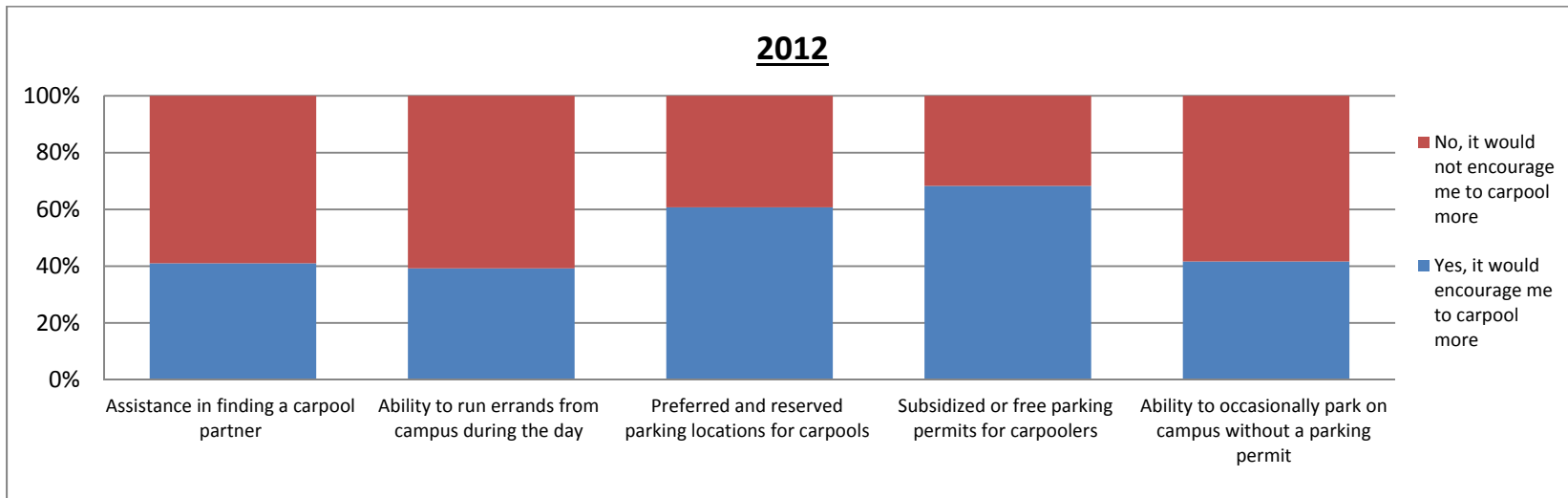
SOV Commuters – Factors to Encourage Transit Use



“Would the following encourage you to commute more by public transportation to campus?” (SOV commuters within 10 miles of campus)

Encouragement to use alternative modes

SOV Commuters – Factors to Encourage Carpooling

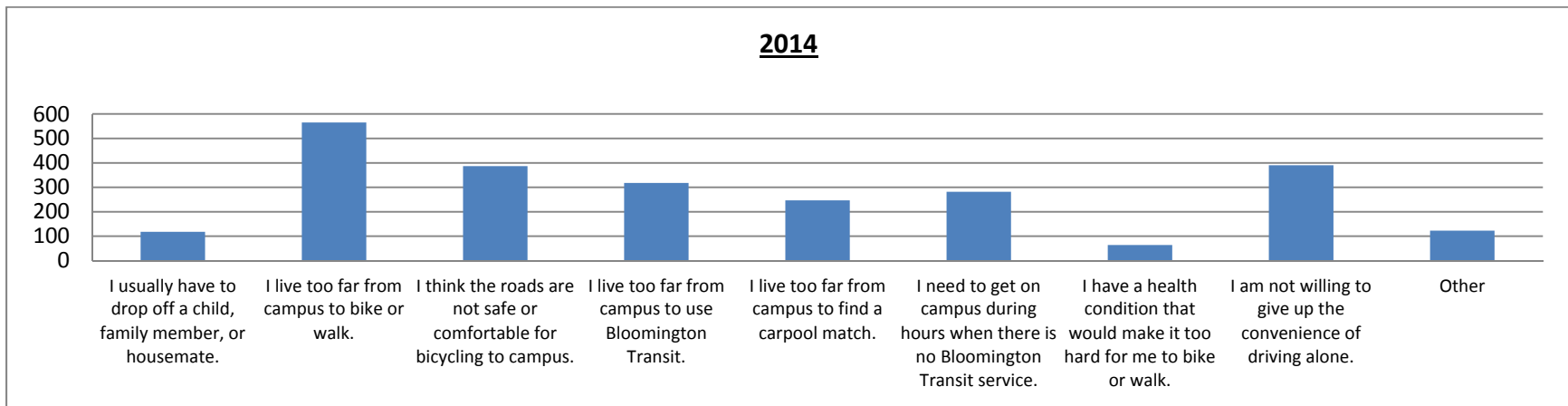
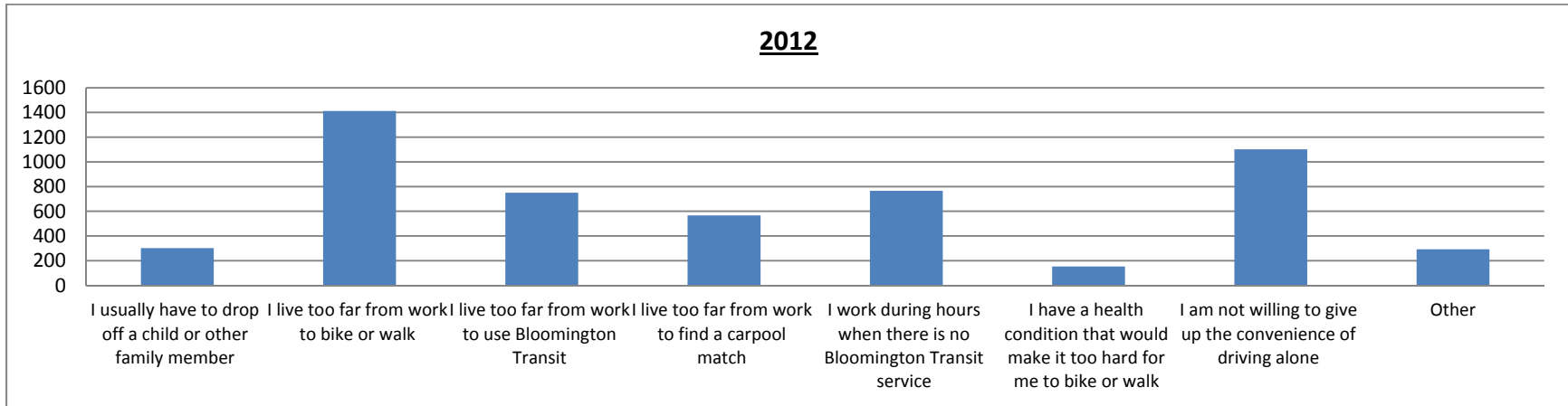


Distribution of survey responses to item

“Would the following encourage you to commute more by carpooling to campus?” (SOV commuters)

Encouragement to use alternative modes

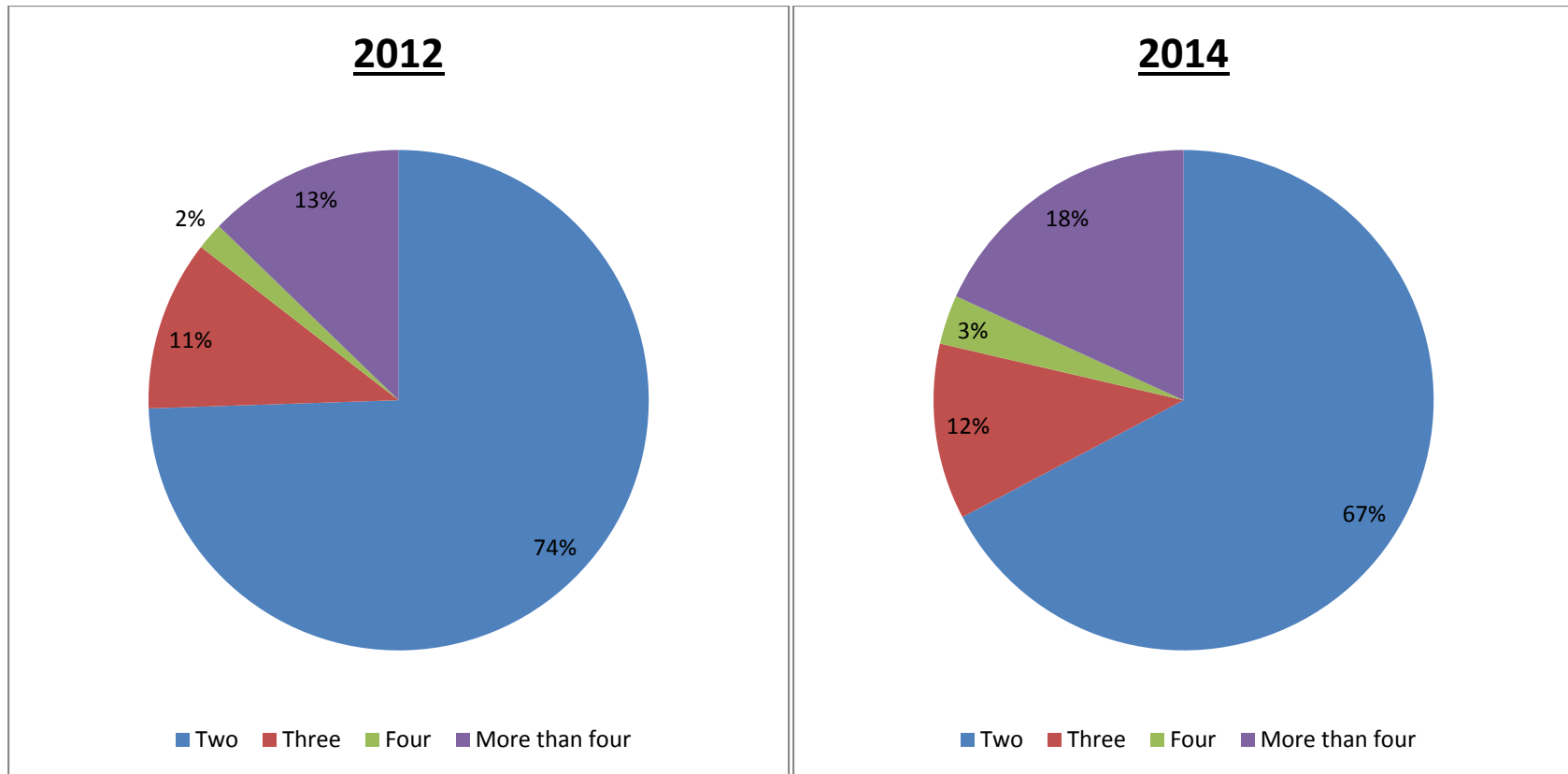
SOV commuters – Reasons for Not Using Alternative Modes



Reasons SOV commuters cannot use alternative modes of transportation.

**Option "I think the roads are not safe or comfortable for bicycling on campus" was added in 2014.*

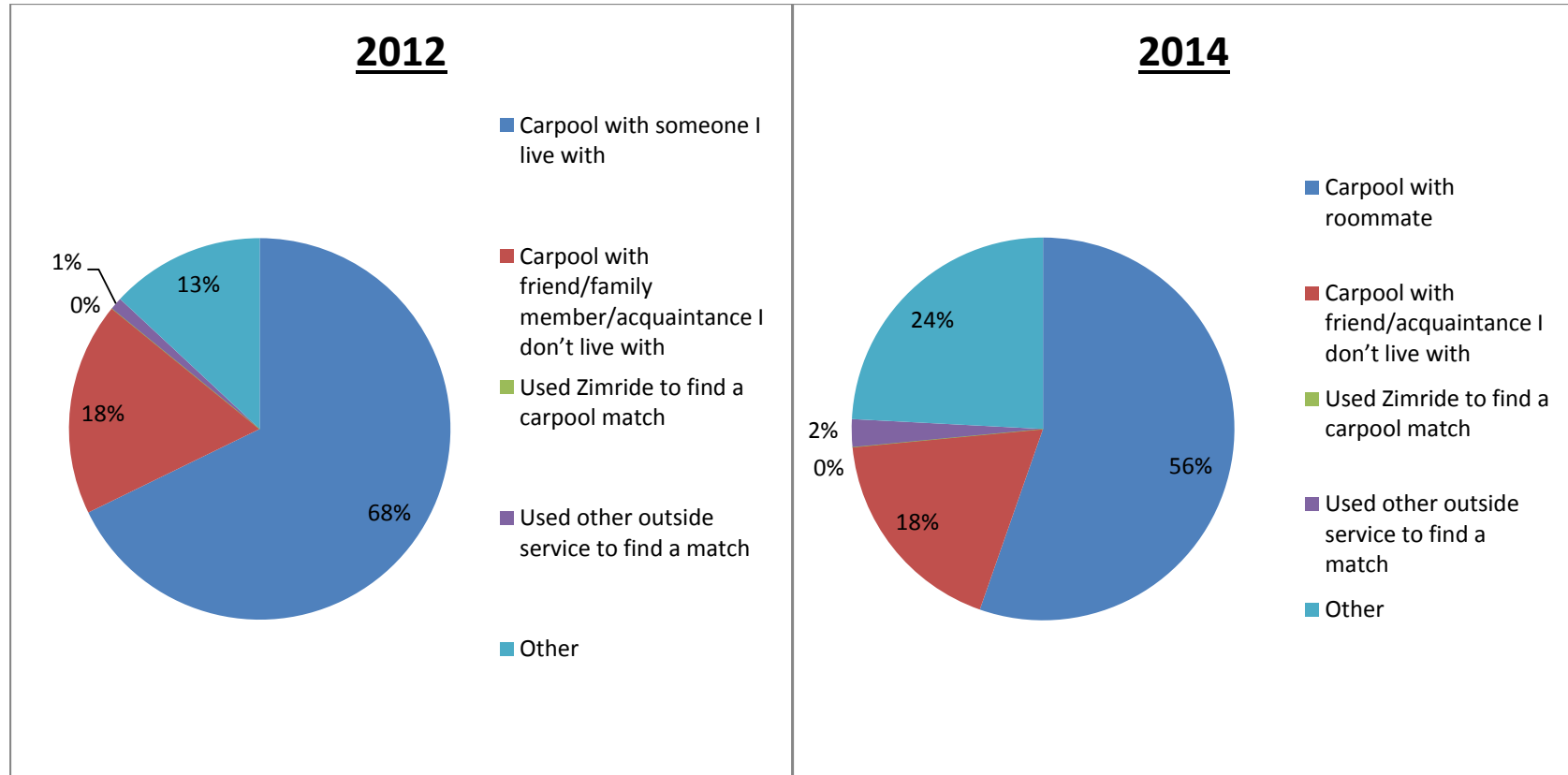
Carpoolers – Number of People in Carpool



Distribution of responses to item

“Including yourself, how many people are typically in your carpool/vanpool each day?” (Carpoolers)

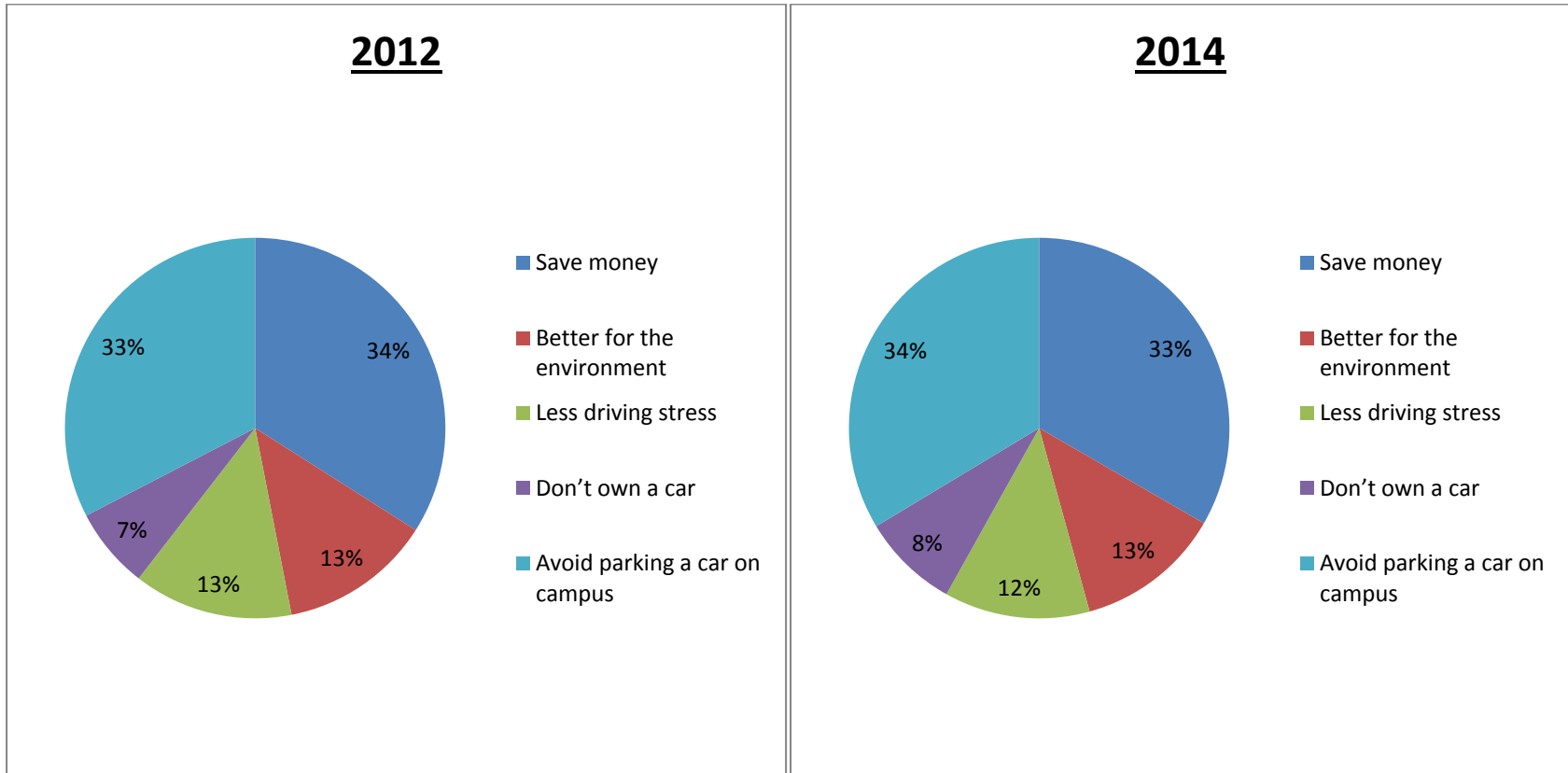
Carpoolers – How Carpooler Joined Carpool



Distribution of responses to item

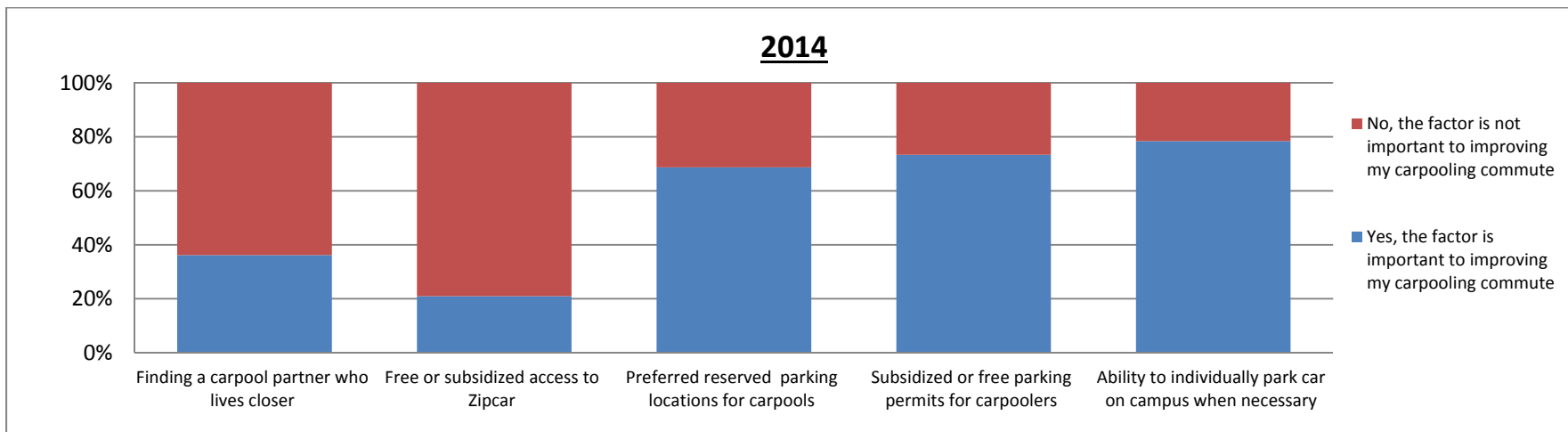
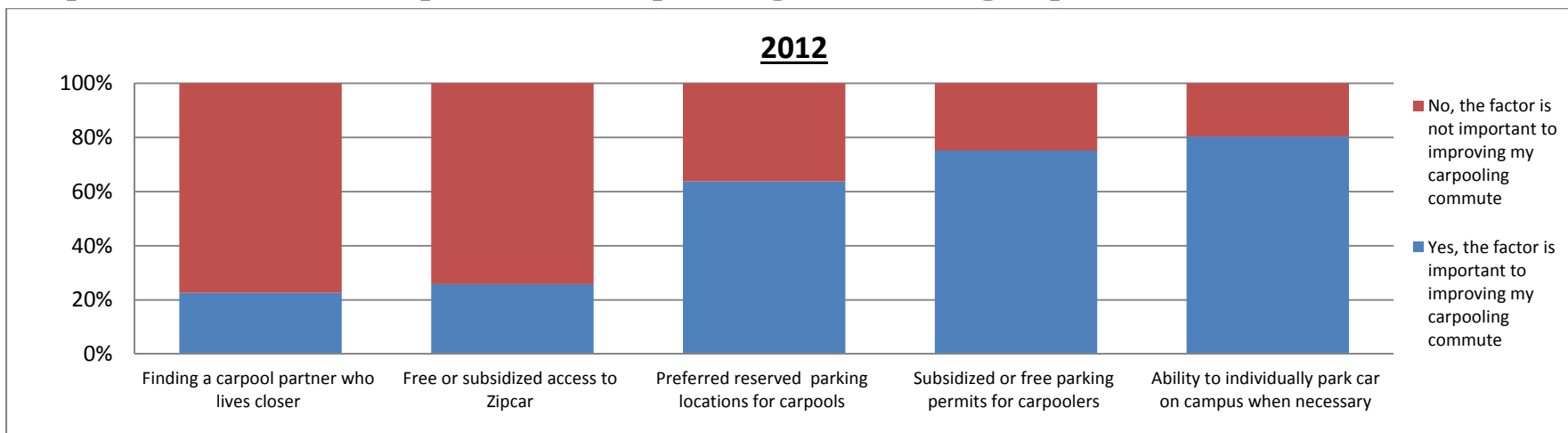
"How did you become part of this carpool/vanpool?" (Carpoolers)

Carpooling – Reasons to Carpool



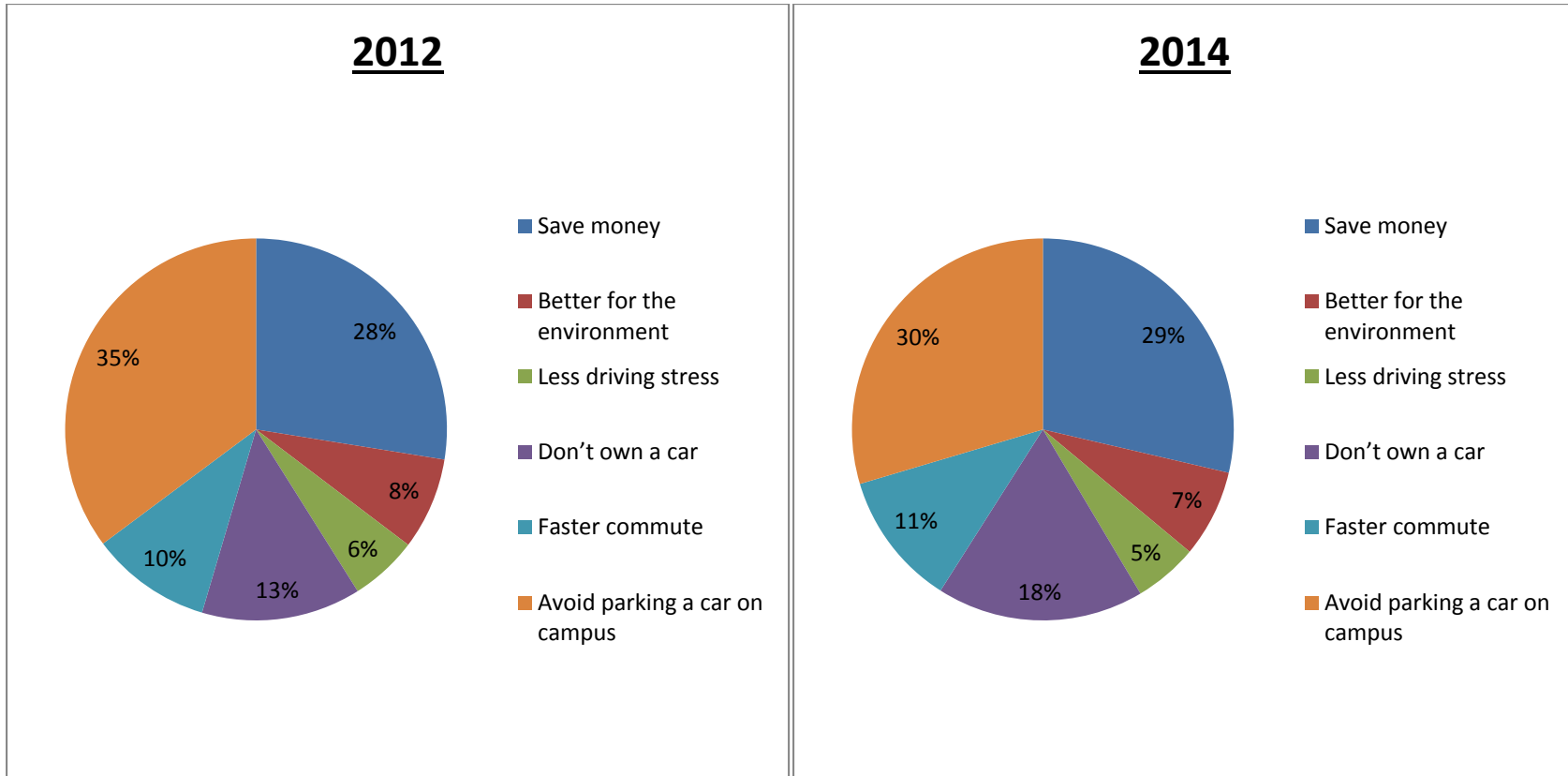
Reasons for using primary commuting mode (Carpoolers)

Carpoolers – Factors Important to Improving Commuting Experience



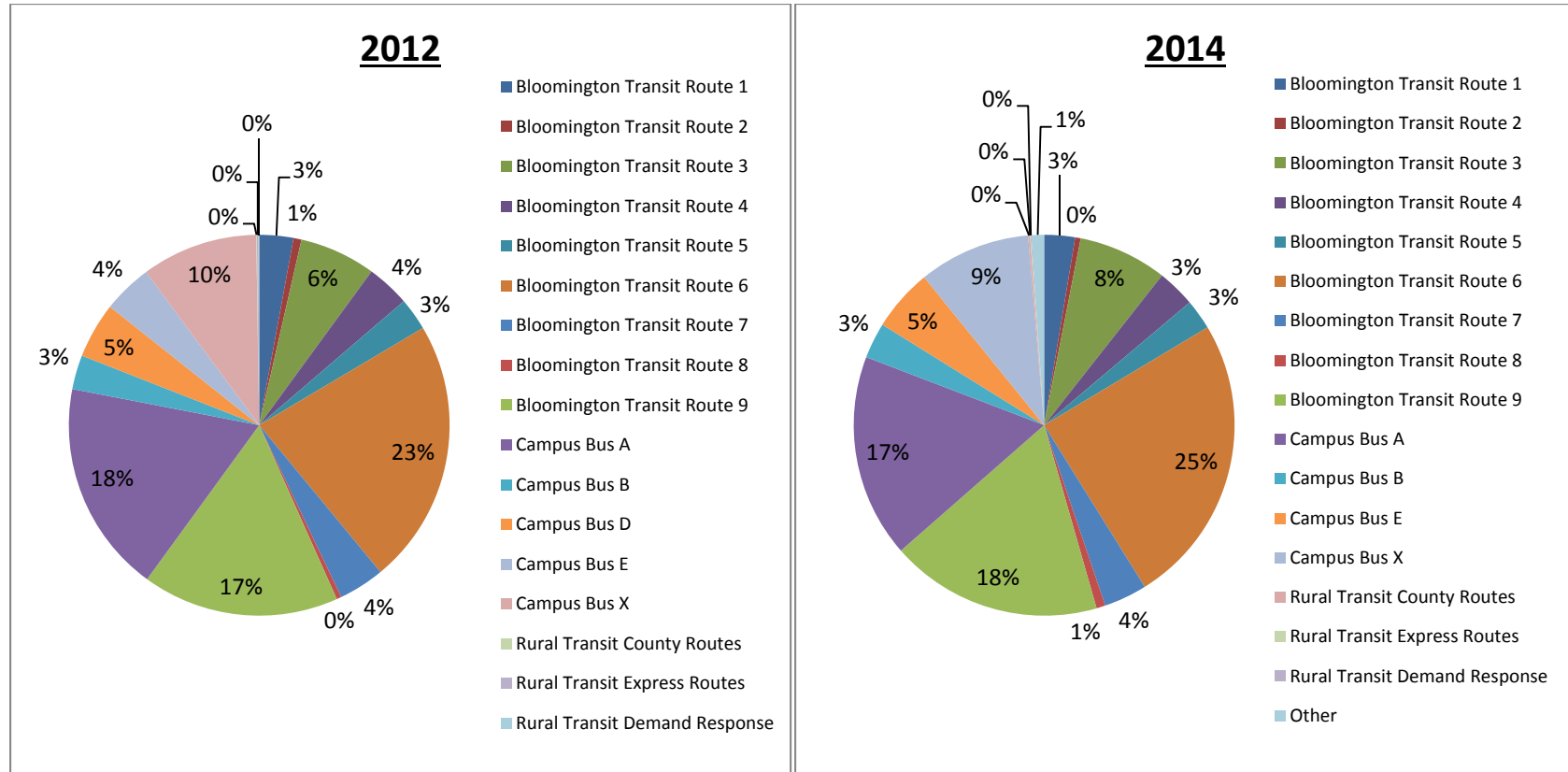
Factors important to improving commute to campus (Carpoolers)

Transit Commuters – Reasons to Commute via Transit



Reasons for using primary commuting mode (Transit commuters)

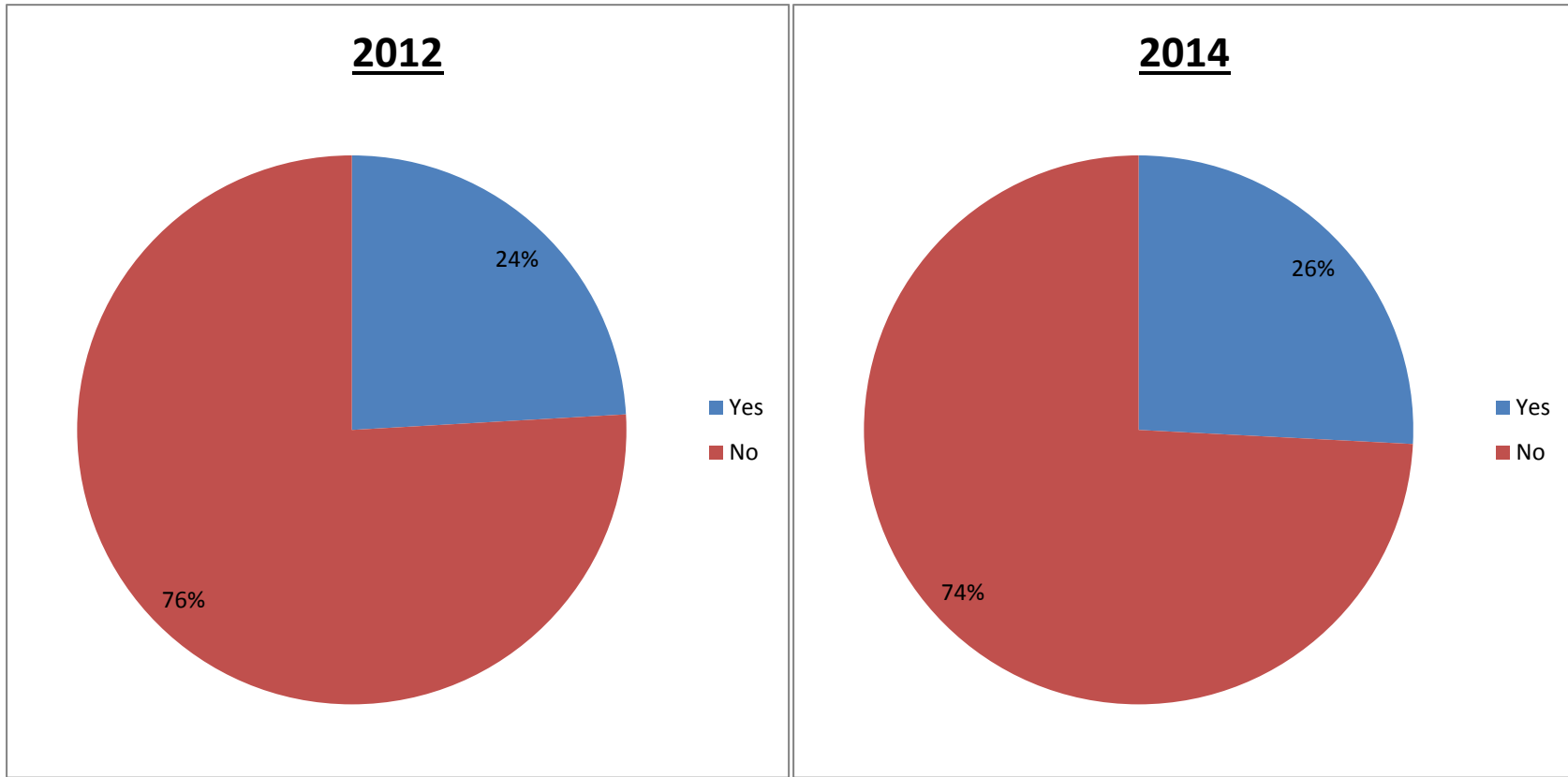
Transit Commuters – Transit Routes Taken to Campus



Distribution of survey responses to item

“Which routes do you usually use to commute to campus? (Please select all that apply.)” (Transit commuters)

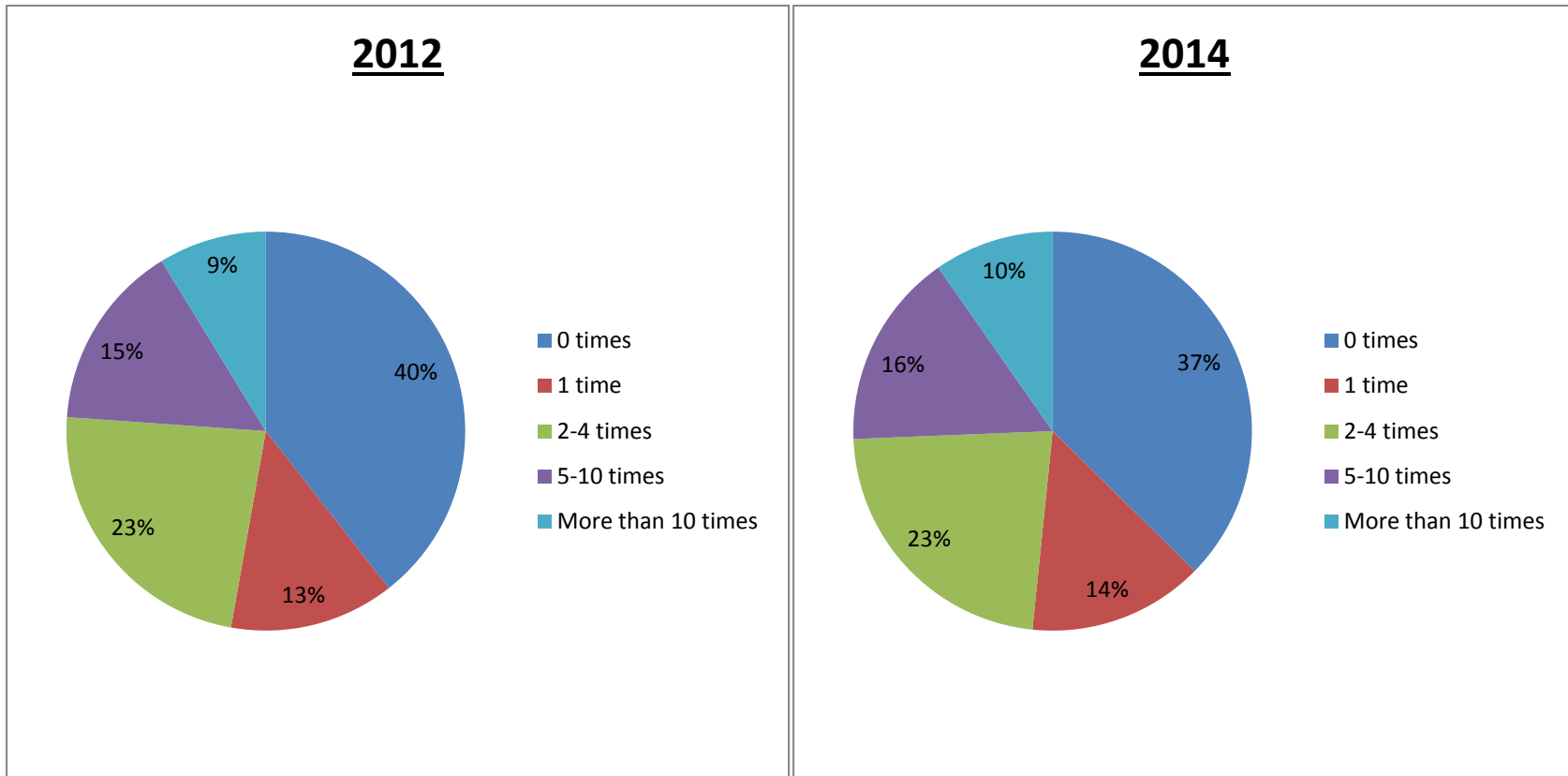
Campus Bus – Use of Campus Bus to get to Final Destination



Distribution of survey responses to item

“After you have arrived on campus (includes stadium parking lot) from home, do you use Campus Bus to get to your final destination?”

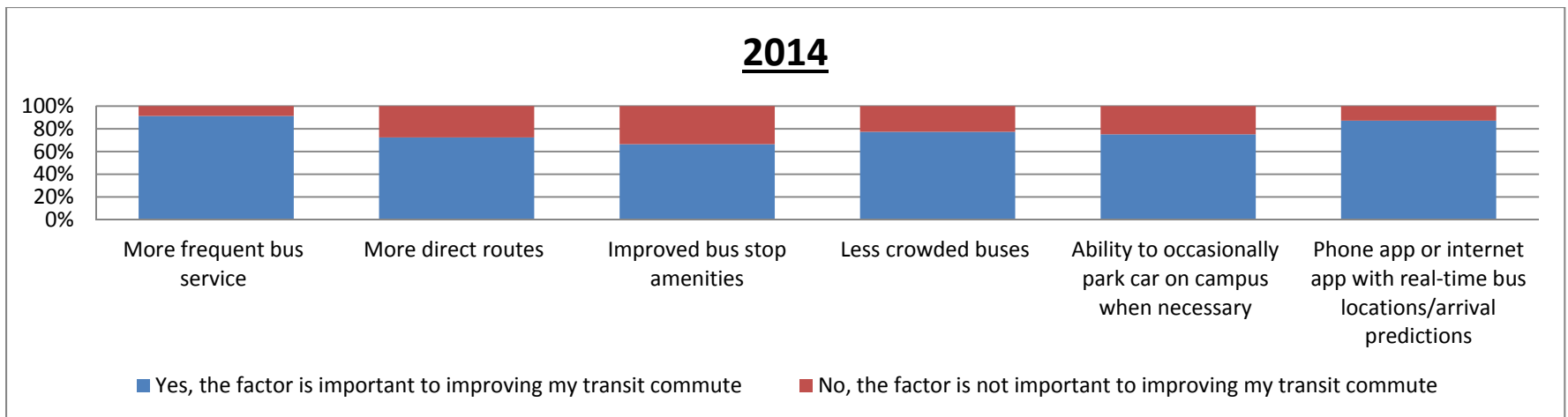
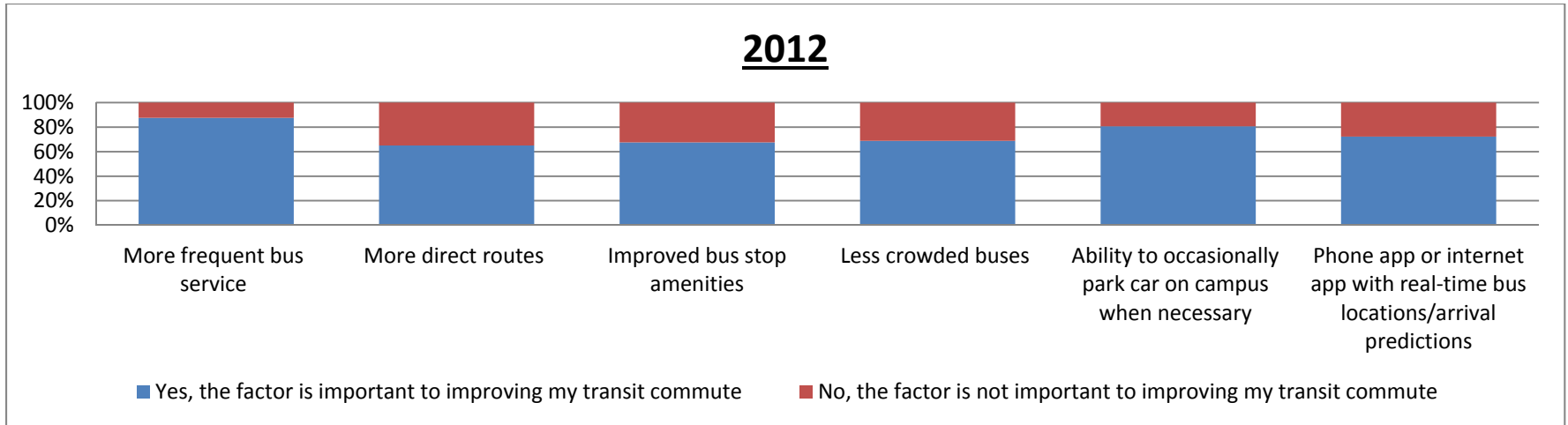
Campus Bus – How often, per week, do you use Campus Bus?



Distribution of survey responses to item

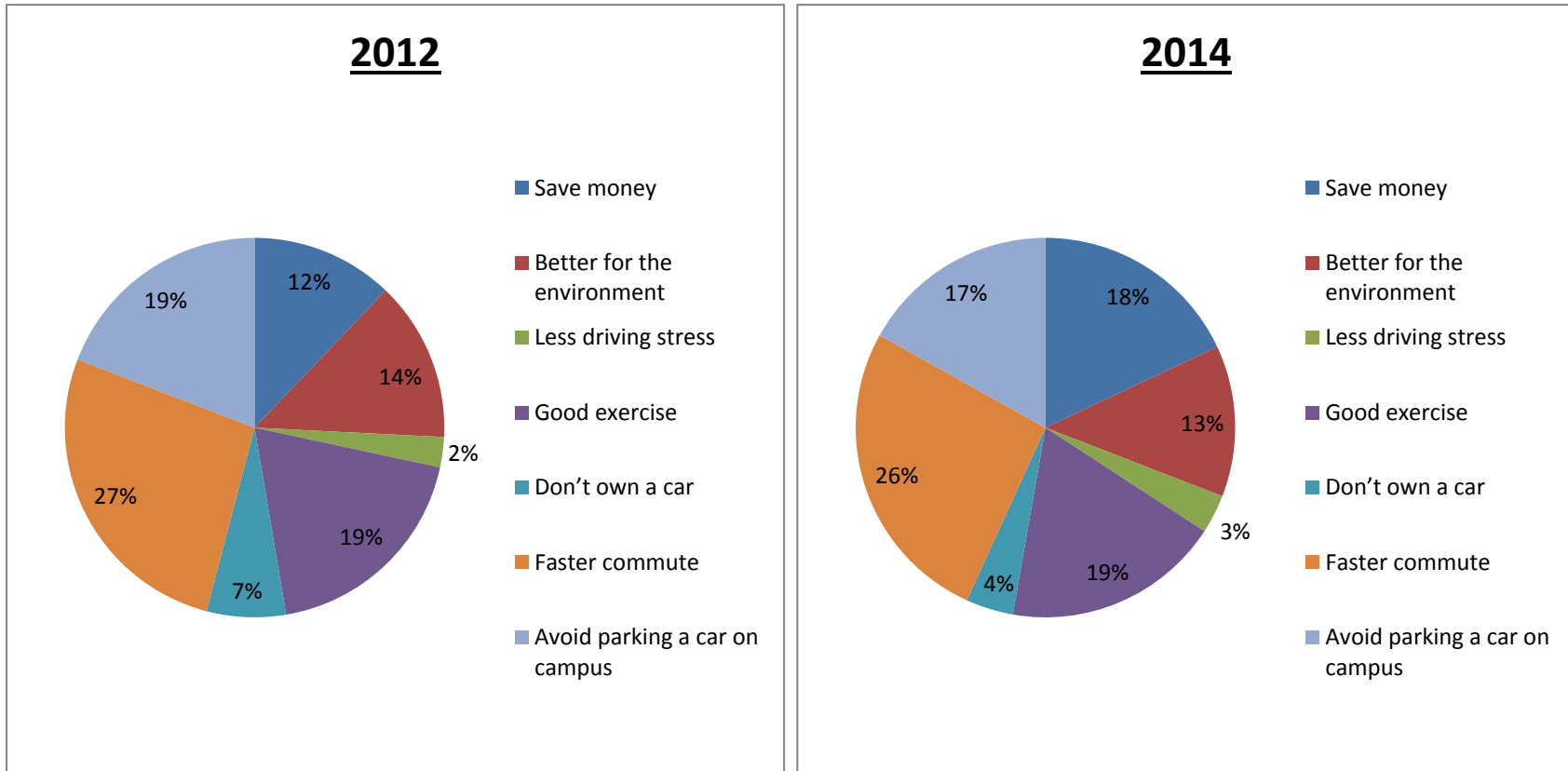
“How many times a week do you use Campus Bus to travel between points on campus?”

Transit Commuters – Factors Important to Improving Commuting Experience



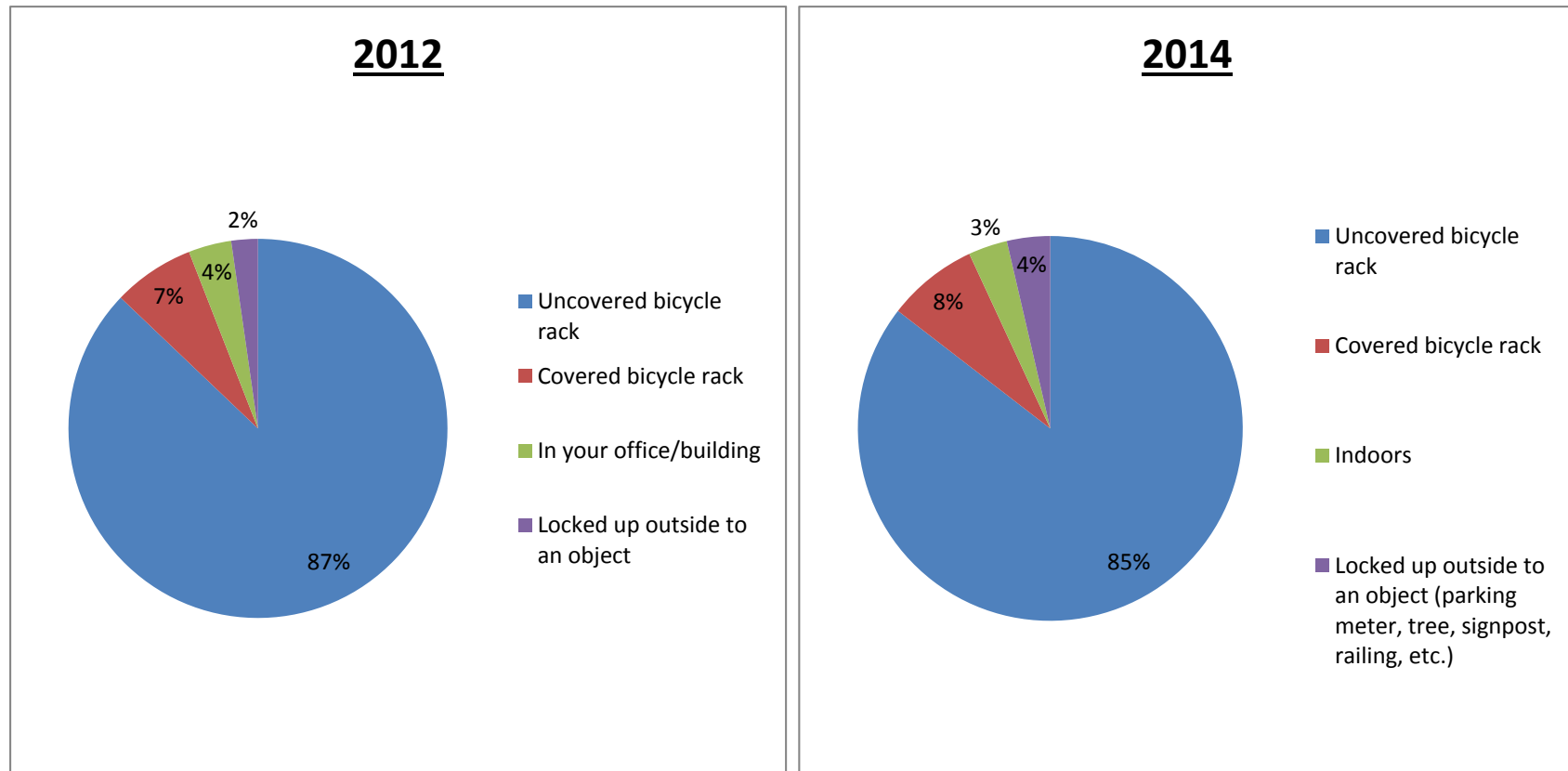
Factors important to improving commute to campus (Transit commuters)

Bicycle Commuters – Reasons to Bike to Campus



Reasons for using primary commuting mode (Bicycle commuters)

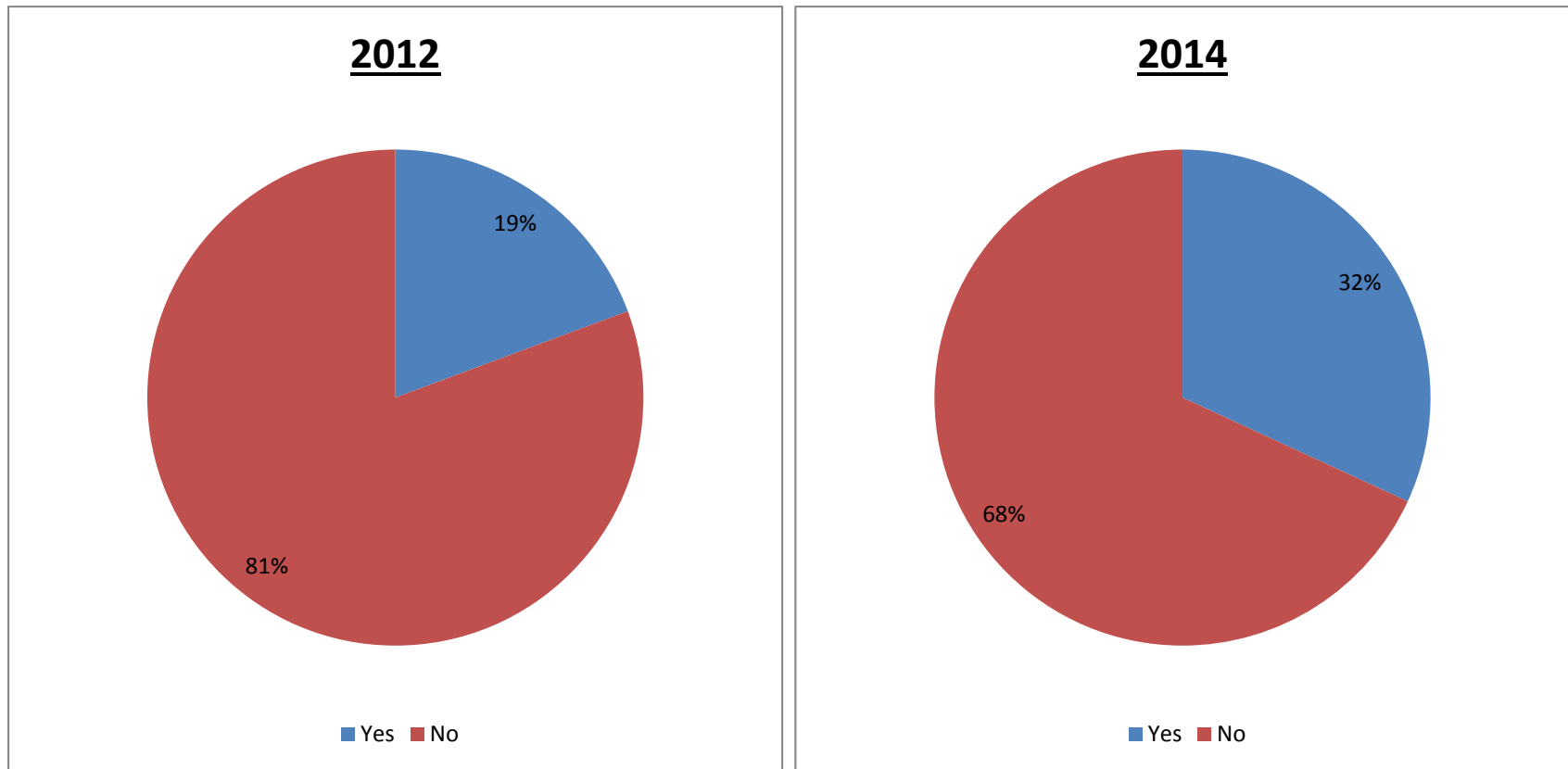
Bicycle Commuters – Bike Parking On-Campus



Distribution of survey responses to item

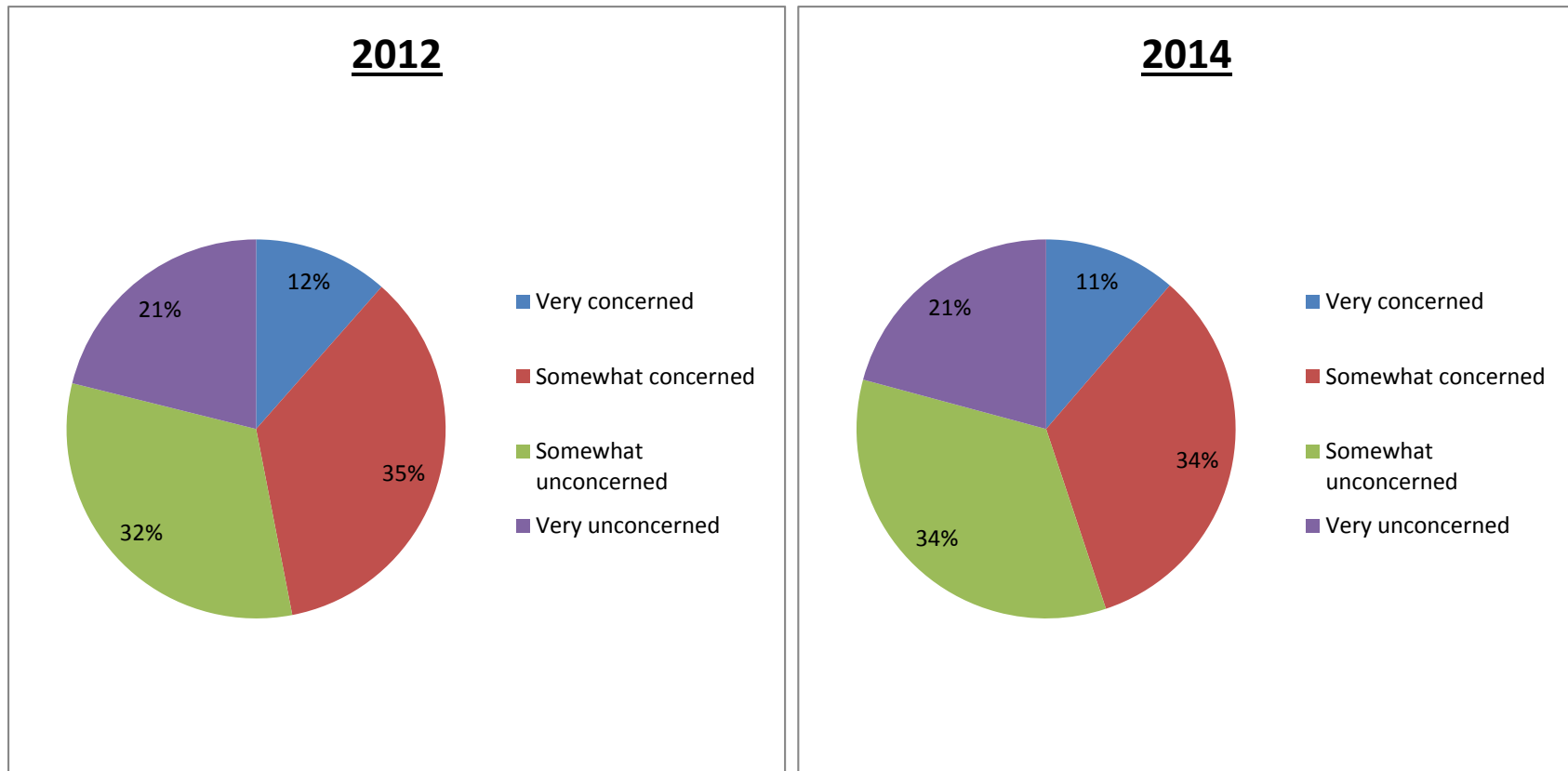
“Where do you park your bike on campus the majority of the time?” (Bicycle commuters)

Bicycle Commuters – Did you register your bike?



*Distribution of survey responses to item
"Did you register your bike?" (Bicycle commuters)*

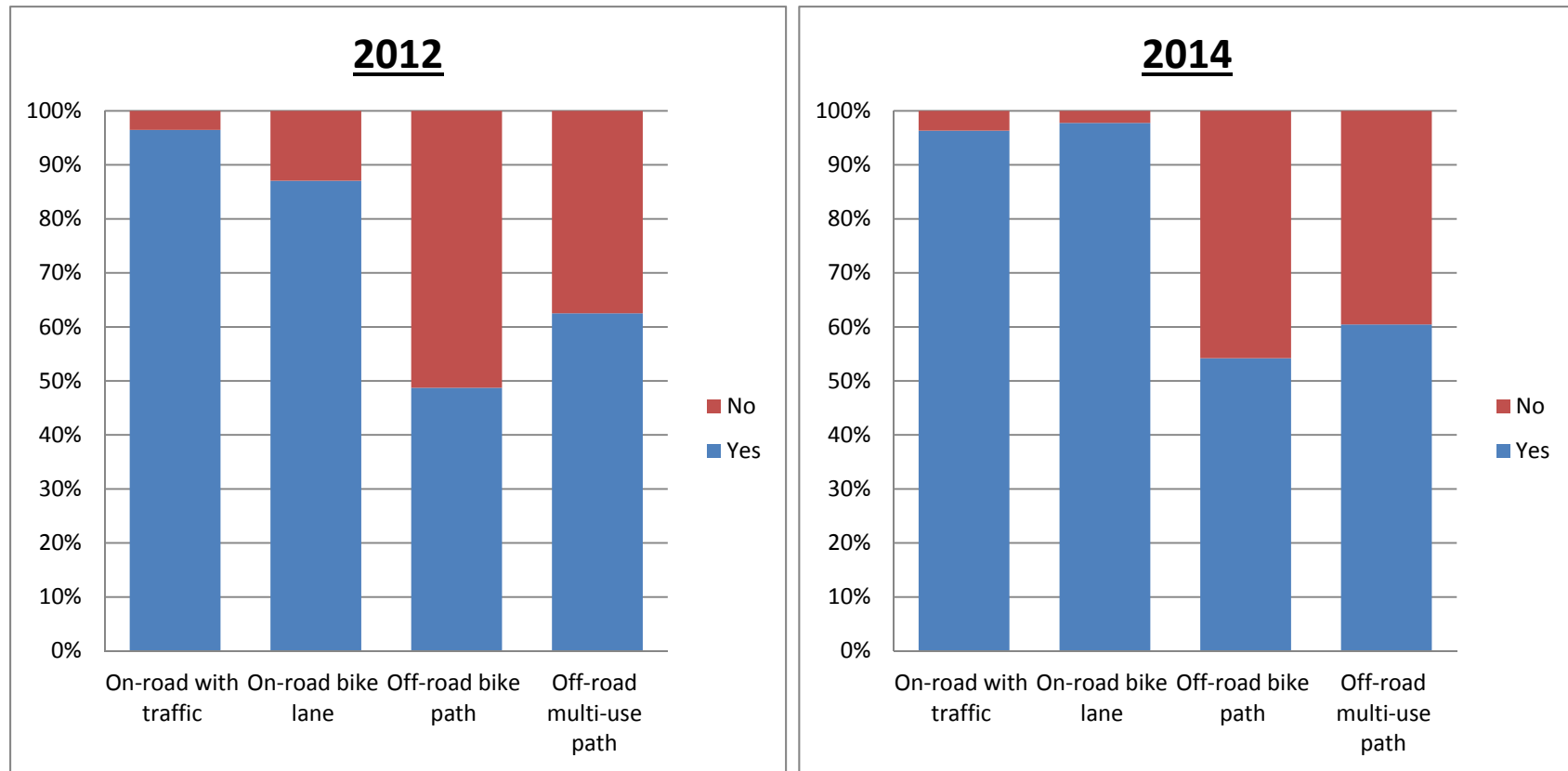
Bicycle Commuters – Bike Theft or Vandalism



Distribution of survey responses to item

“How concerned are you with bike theft or vandalism are you when you park your bike on campus?” (Bicycle commuters)

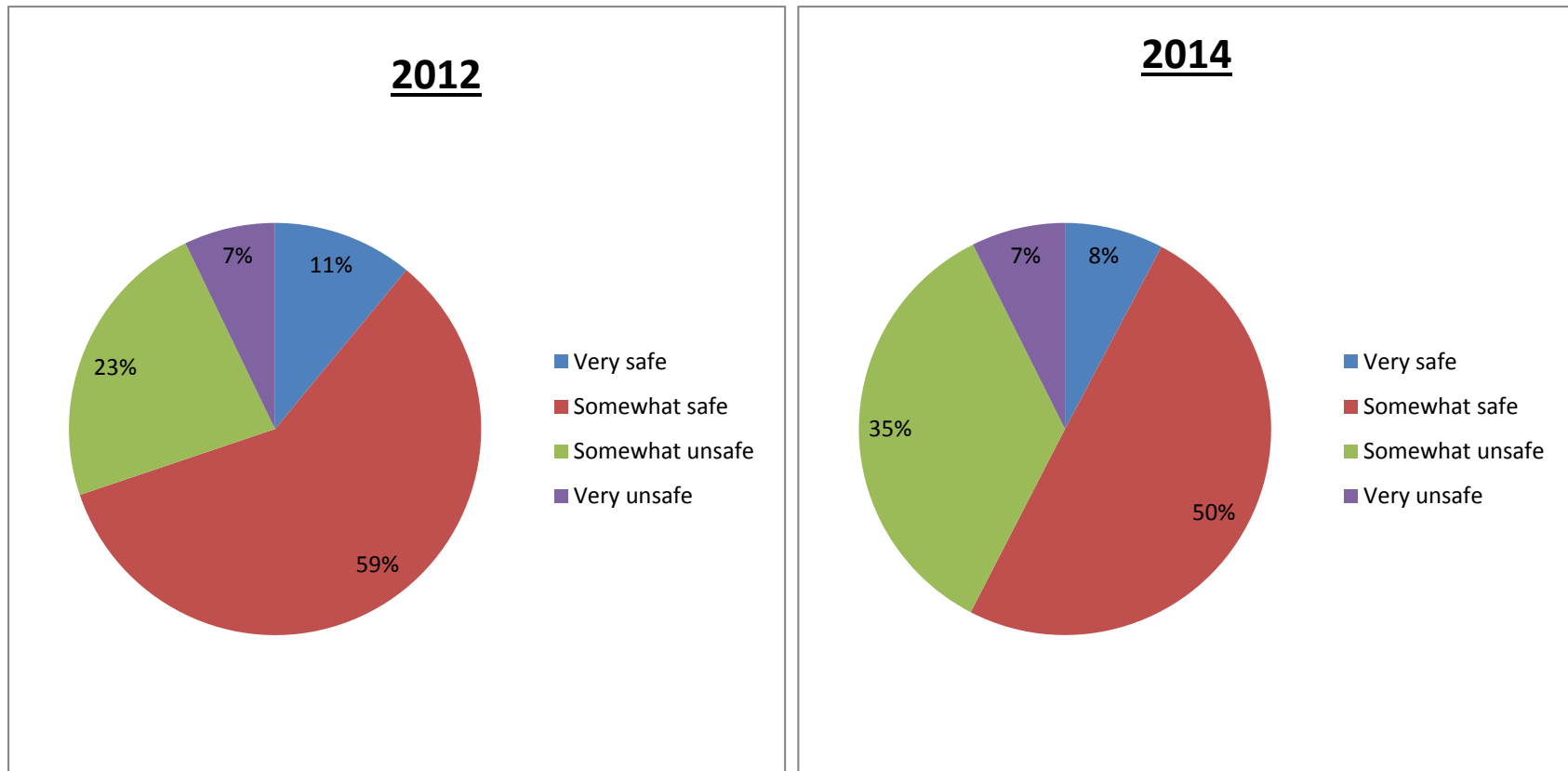
Bicycle Commuters - Type of Route Used



Distribution of survey responses to item

"How do you commute via bike to campus?" (Bicycle commuters)

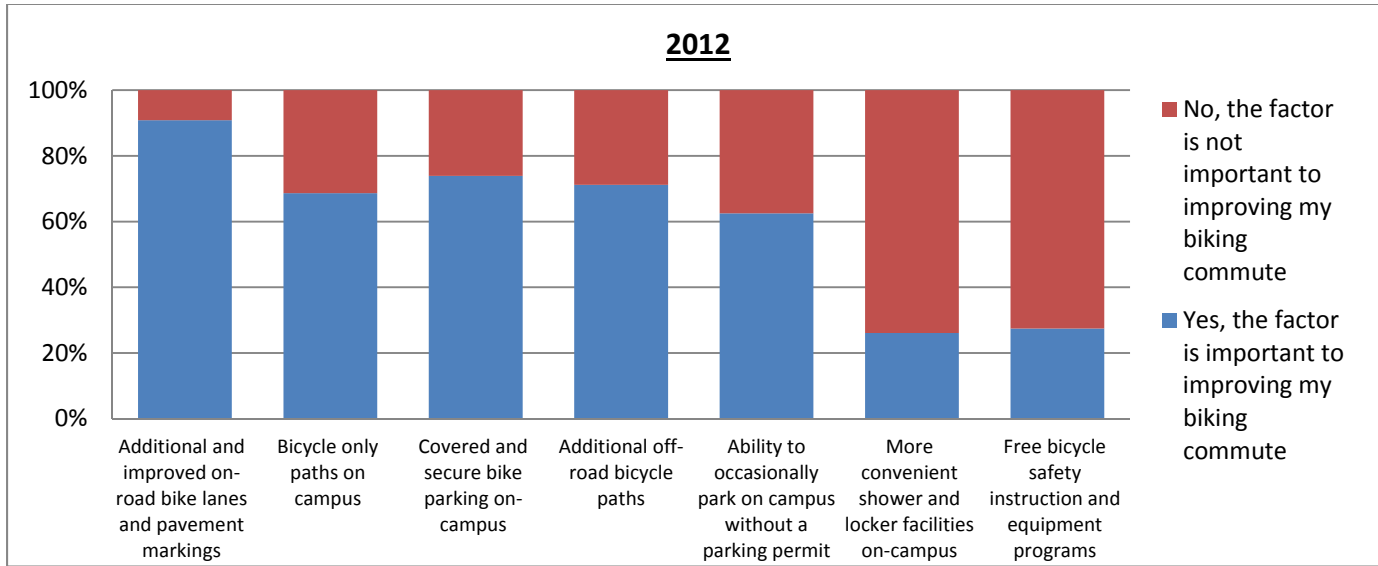
Bicycle Commuters – Opinion on Roadway Safety



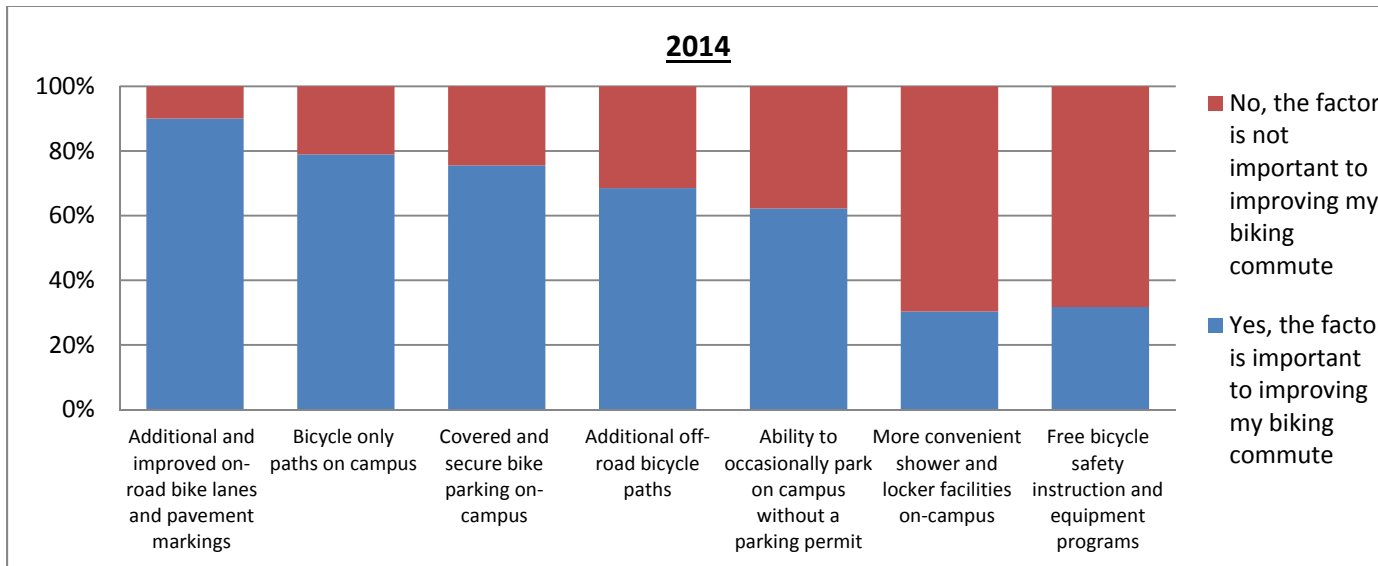
Distribution of survey responses to item

“How safe do you feel with automobile traffic when you bike to campus?” (Bicycle commuters)

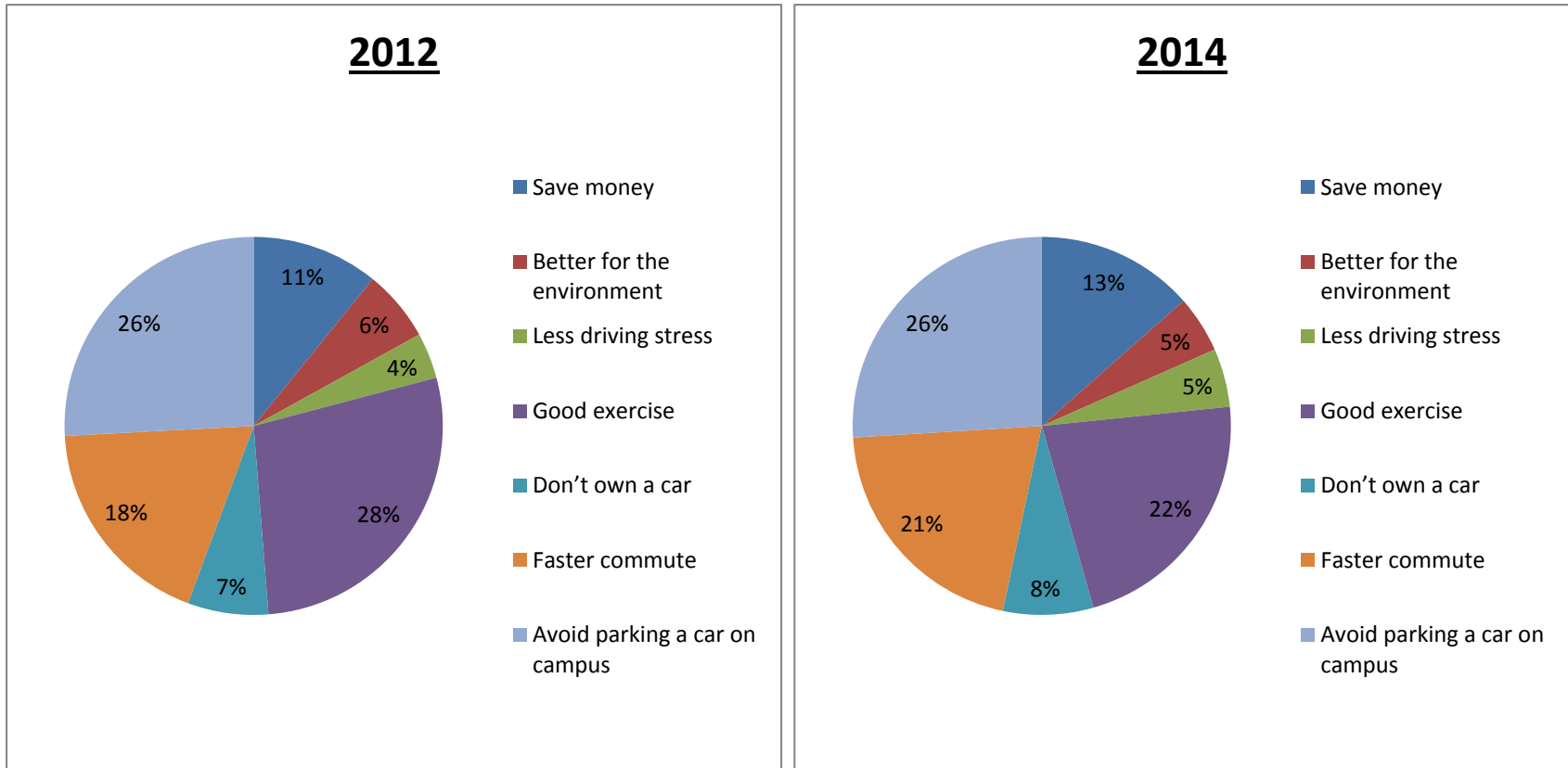
Bicycle Commuters – Factors Important to Improving Commuting Experience



Factors important to improving commute to campus (Bicycle commuters)

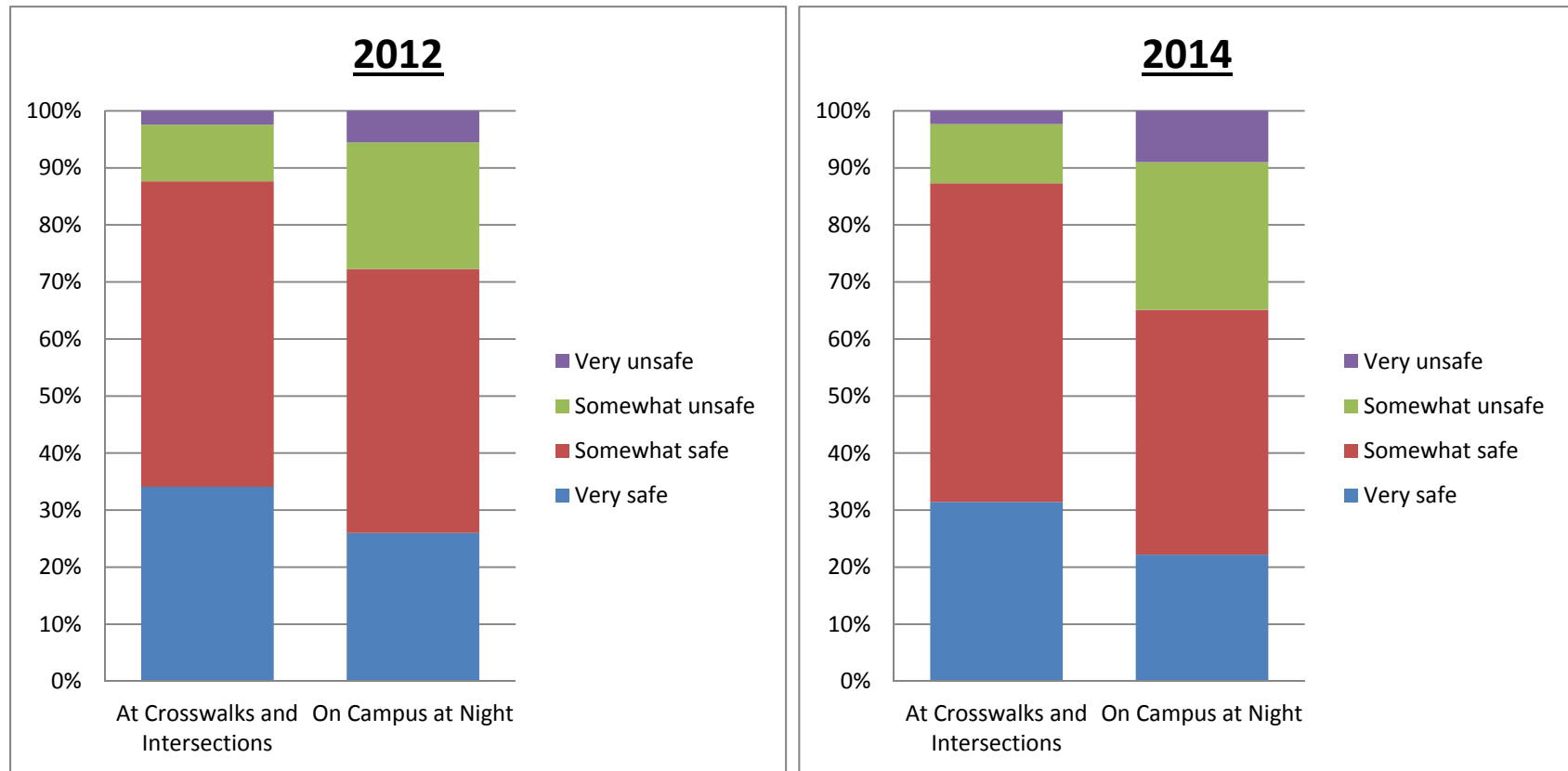


Walk Commuters – Reasons to Walk to Campus



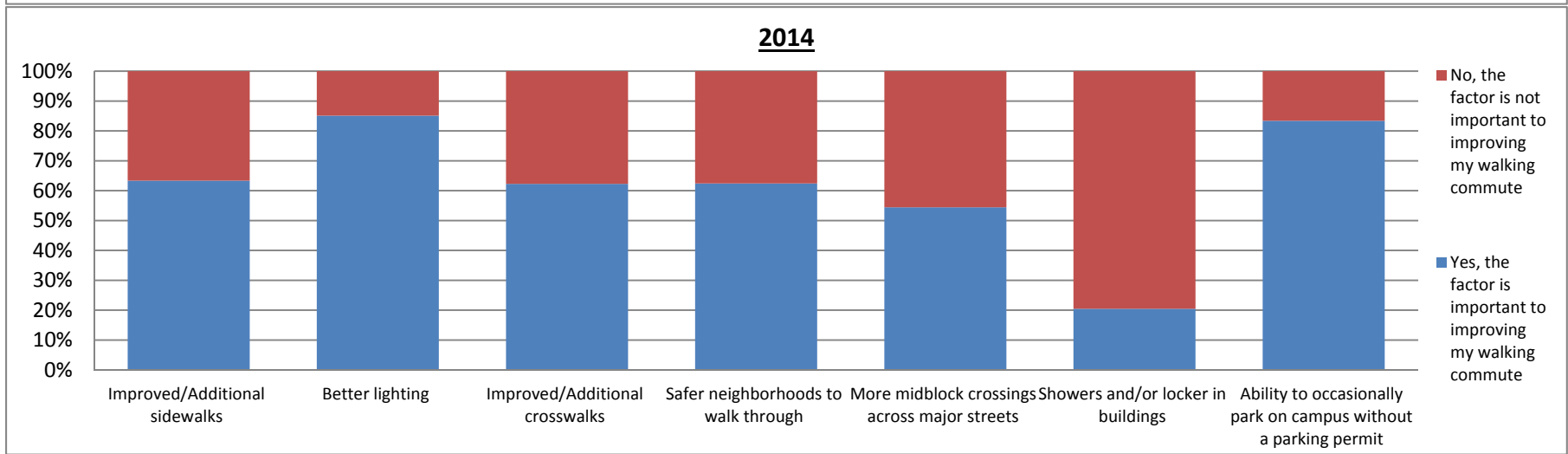
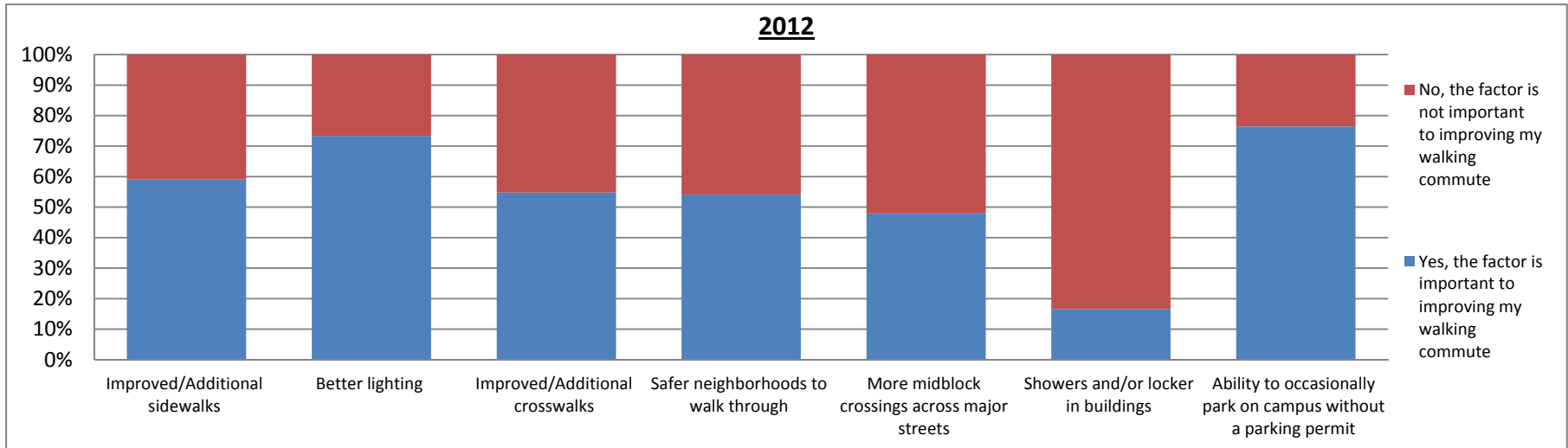
Top two reasons for using primary commuting mode (Walk commuters)

Walk Commuters – Opinion on Safety



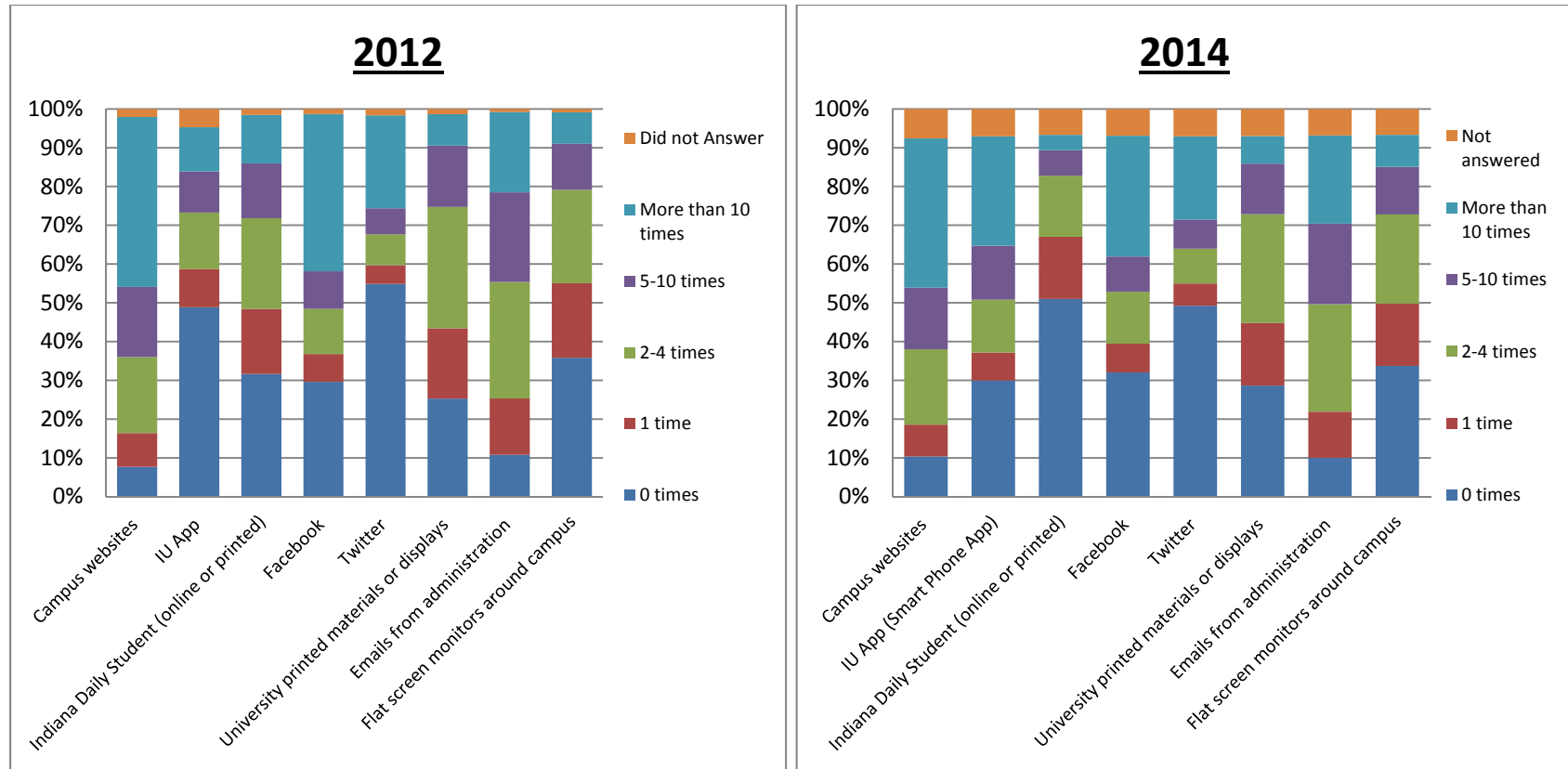
*Distribution of survey responses to items
 "How safe do you feel..."
 "...at crosswalks and intersections?"
 "...walking on campus at night?" (Walk commuters)*

Walk Commuters – Factors Important to Improving Commuting Experience



Factors important to improving commute to campus (Walk commuters)

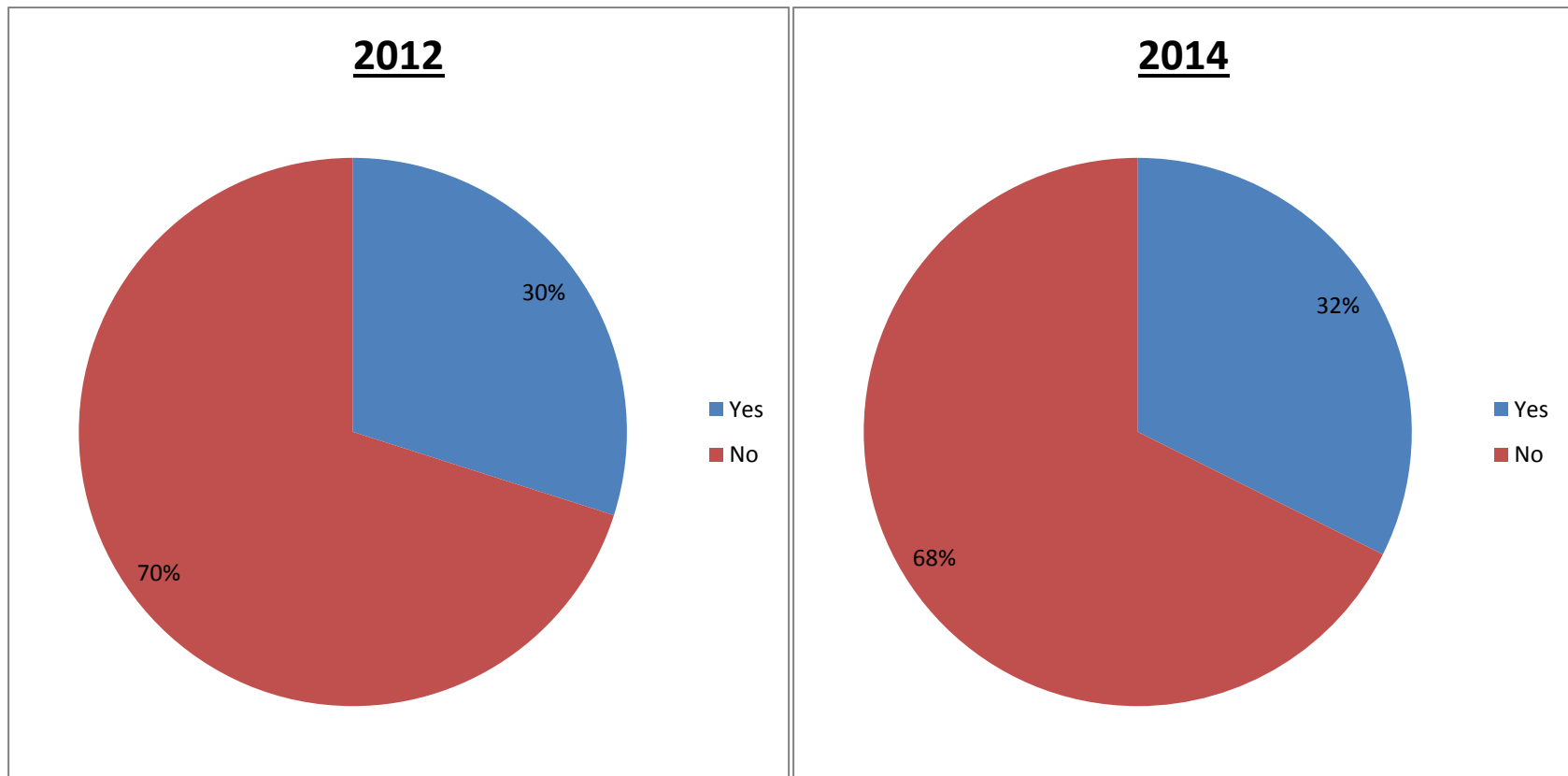
Other – IUB Information Sources



Distribution of survey responses to item

“How many times a month do you use these sources to get information about IUB?”

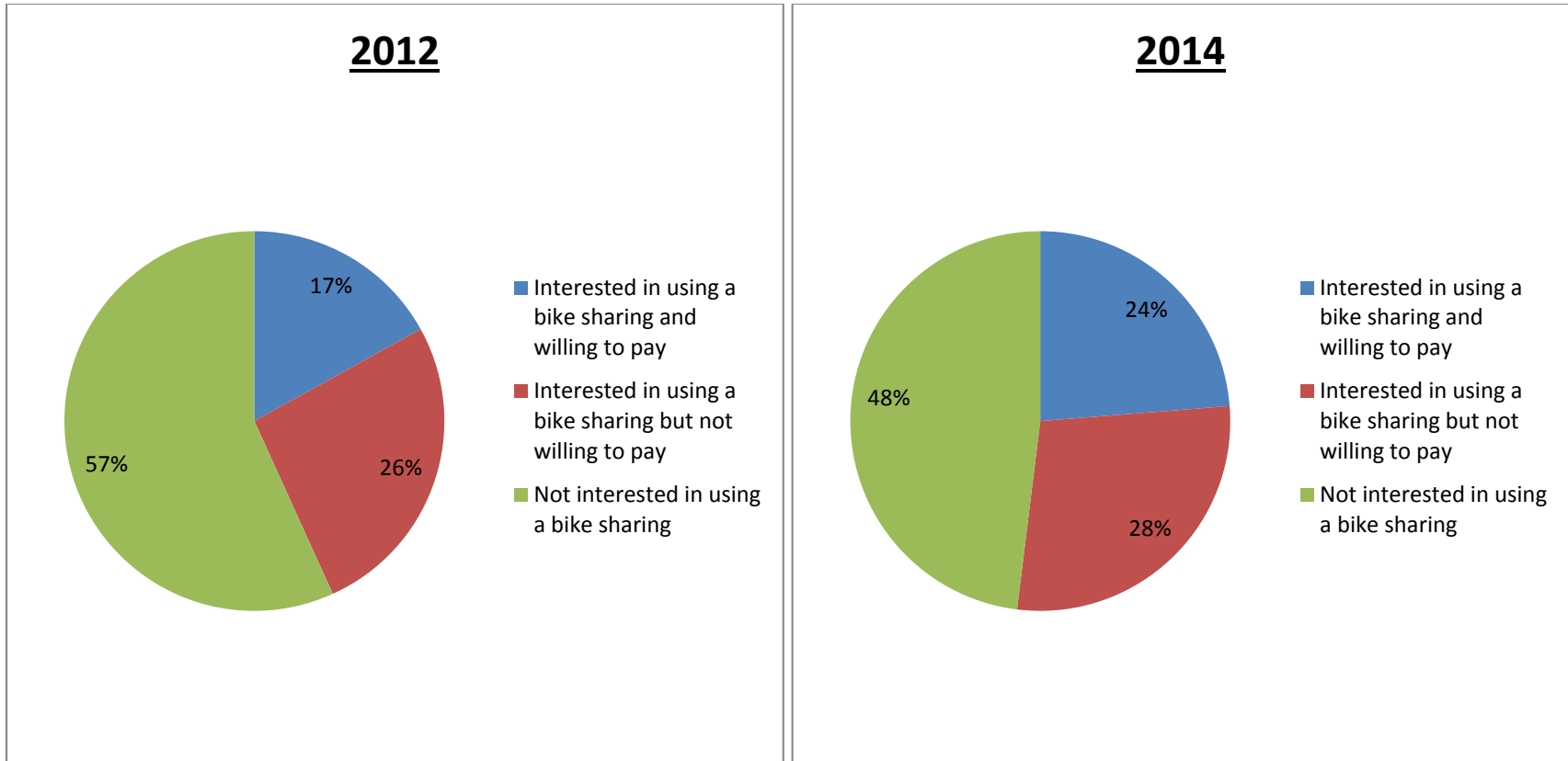
Other – Bike or Walk More if Nicer Weather



Distribution of survey responses to item

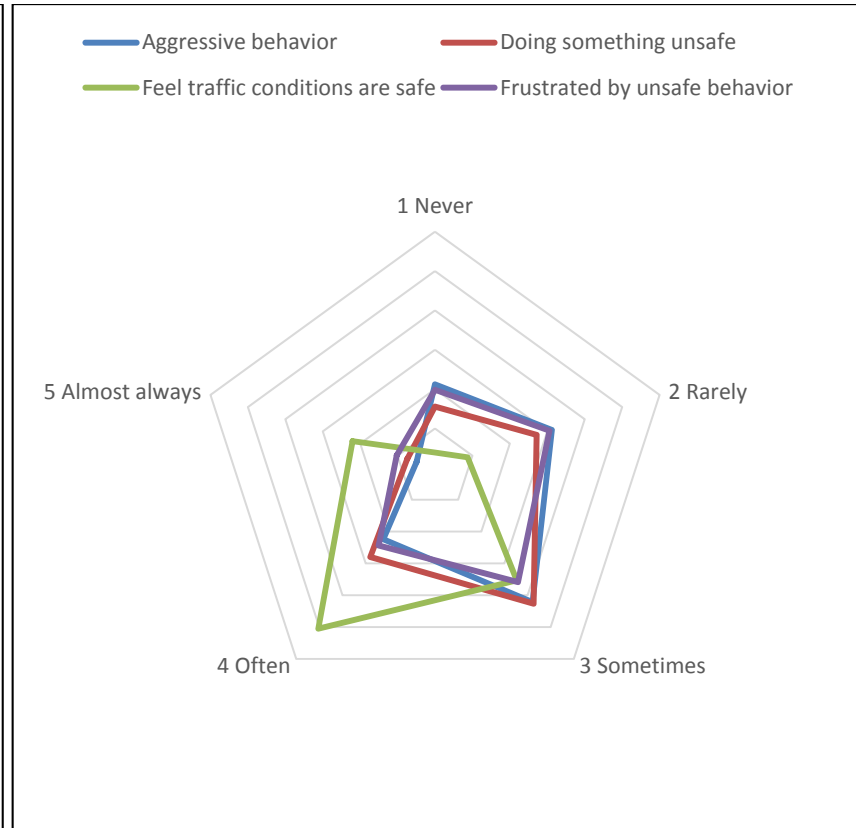
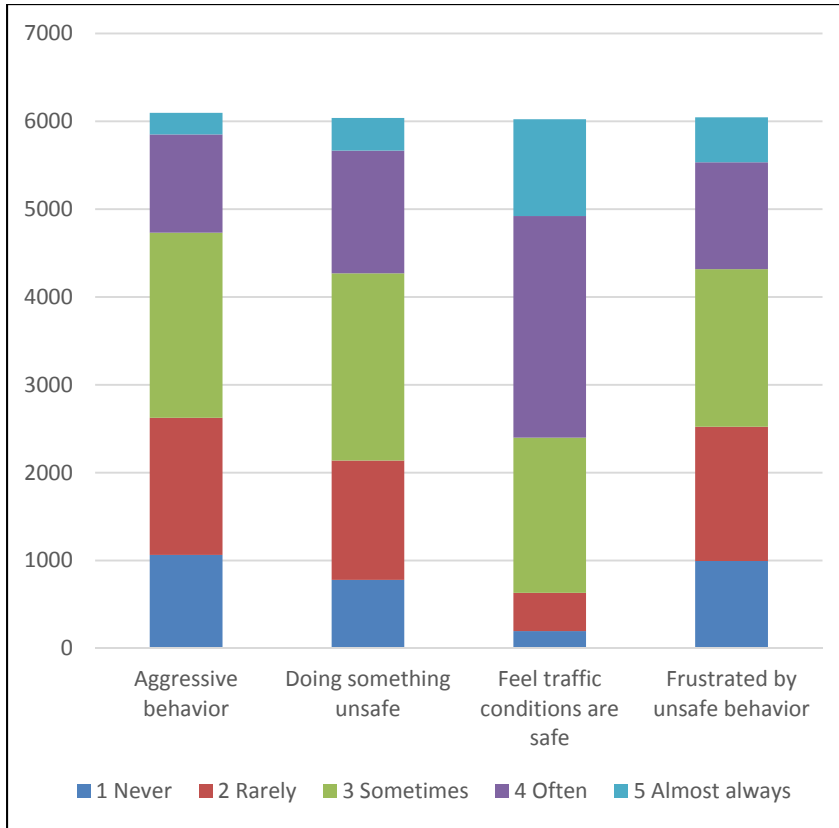
“Would you have biked or walked to campus more if the weather had been nicer last week?”

Other – Opinion on Bike Sharing



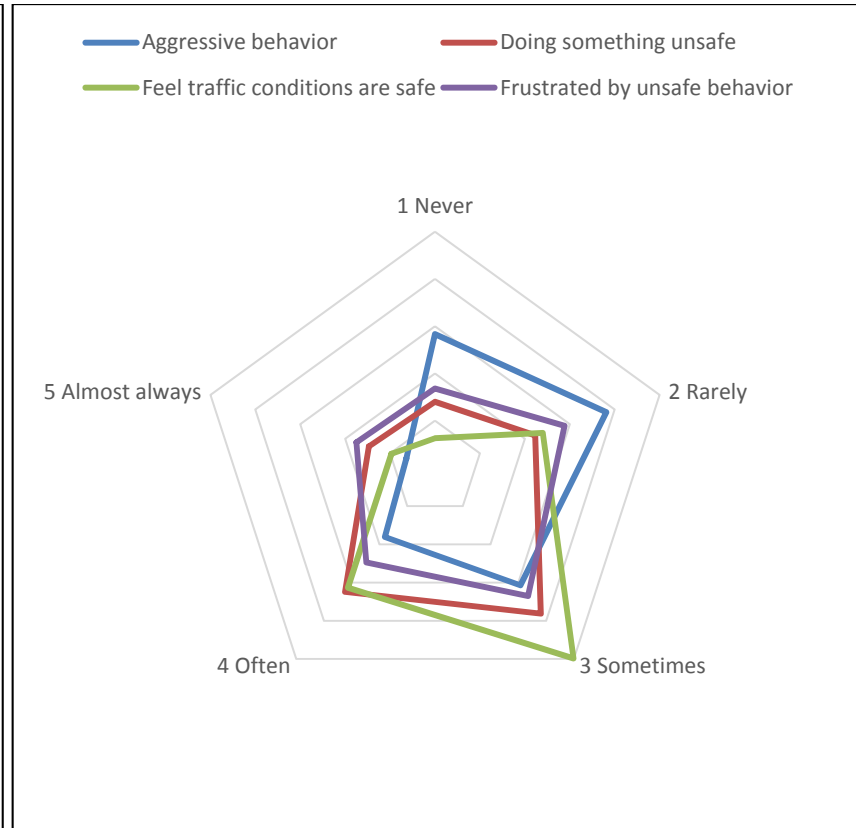
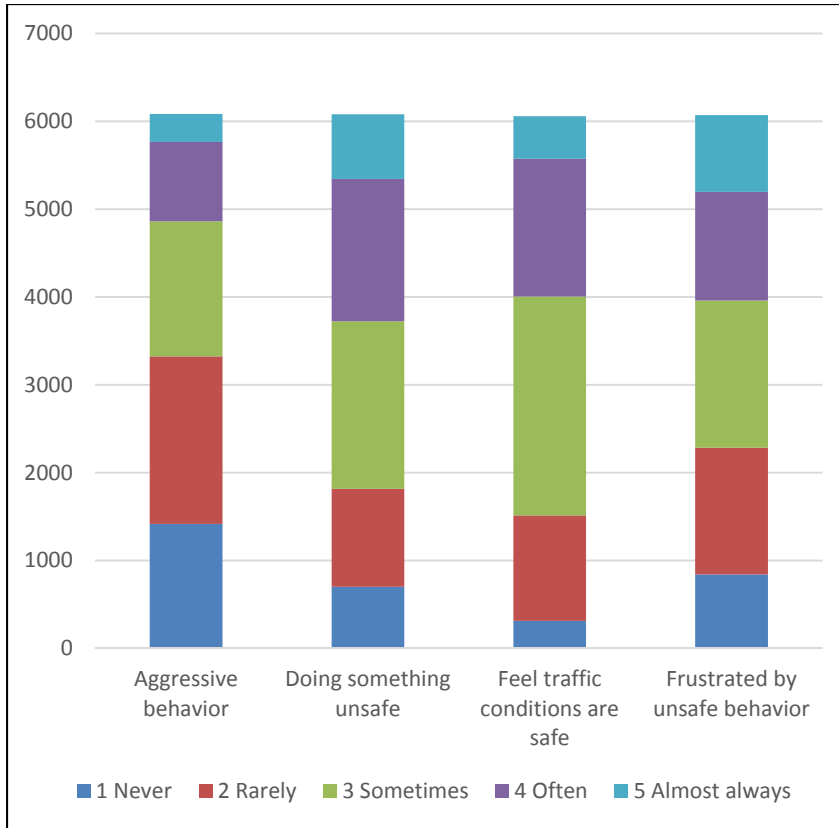
Interest in bike sharing system around campus and willingness to pay

Other – Opinions on Motorist Behavior



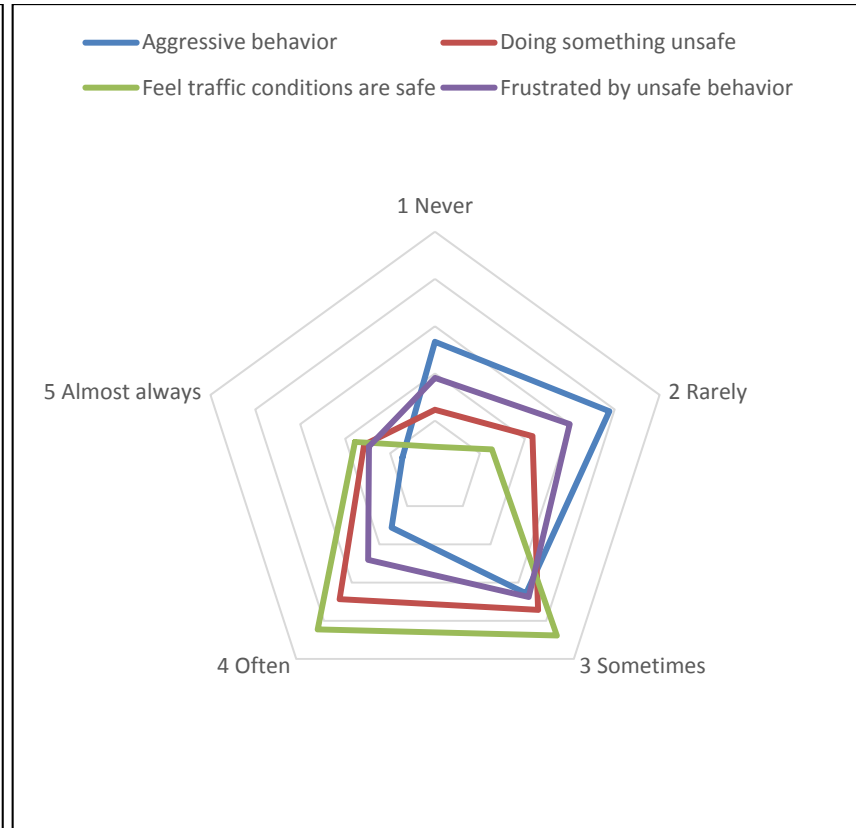
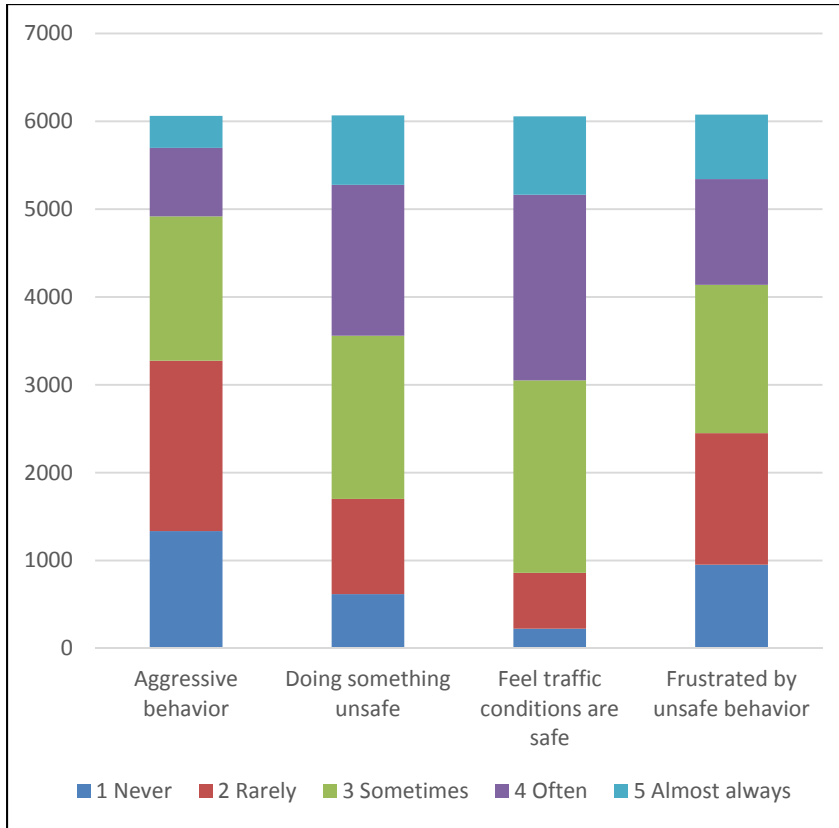
Combined distribution of responses – opinions on unsafe behaviors (Motorists)

Other – Opinions on Bicyclist Behavior



Combined distribution of responses – opinions on unsafe behaviors (Bicyclists)

Other – Opinions on Pedestrian Behavior



Combined distribution of responses – opinions on unsafe behaviors (Pedestrians)