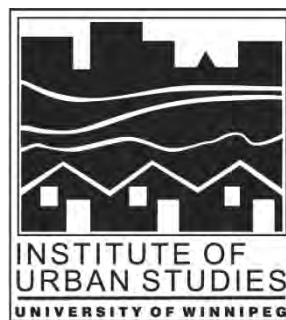
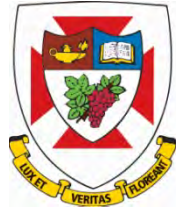


Report on the Student Impact Survey

by Tom Janzen
2001

The Institute of Urban Studies





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REPORT ON THE STUDENT IMPACT SURVEY

Published 2001 by the Institute of Urban Studies, University of Winnipeg
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Note: The cover page and this information page are new replacements, 2016.

The Institute of Urban Studies is an independent research arm of the University of Winnipeg. Since 1969, the IUS has been both an academic and an applied research centre, committed to examining urban development issues in a broad, non-partisan manner. The Institute examines inner city, environmental, Aboriginal and community development issues. In addition to its ongoing involvement in research, IUS brings in visiting scholars, hosts workshops, seminars and conferences, and acts in partnership with other organizations in the community to effect positive change.

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Report on the Student Impact Survey

**Prepared and Administered by the
Institute of Urban Studies**

Report written by Tom Janzen

May 22, 2001

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ACKNOWLEDGMENTS

Special thanks to Professor Tom Carter and Jino Distasio. Their guidance and insight were (and are) greatly appreciated. Special thanks are also extended to Stephanie Heidenreich for her critical role in drafting the survey, organizing the study, and her insightful suggestions throughout the analysis. Maureen Osodo also deserves special thanks for her time and efforts in administering the survey.

Thanks are also due to the University of Winnipeg professors and instructors who assisted with the administering of the survey and who allowed us to interrupt their lectures in order to conduct the survey. Finally, I would like to extend my thanks to the students who completed the survey. Without their participation this study would not have been possible.

Tom Janzen
Researcher, Institute of Urban Studies

ABSTRACT

As a destination node for more than 6000 students, the University of Winnipeg is a significant influence in the urban core. As part of the University of Winnipeg's long-term student housing strategy and the University's efforts to play a role in inner city revitalization, the Student Impact Survey was administered to determine the economic impact of University of Winnipeg student activities and expenditures on Winnipeg's downtown. The survey indicated that University of Winnipeg students make a significant contribution to the downtown economy. Furthermore, respondents perceive that their enrollment at the University of Winnipeg plays an important role in the amount of time and money that they spend annually downtown. The survey was conducted in March 2001 and included a cross-section of students.

EXECUTIVE SUMMARY

The survey indicated that:

- University of Winnipeg students spend approximately \$1,009,000 per month (or \$9,084,000 annually)¹ on goods and services in the downtown alone;
- Approximately 70% of University of Winnipeg students' monthly goods and service spending occurs downtown;
- Food expenditures, both on and off campus, comprise the largest proportion of students' monthly downtown spending;
- The amount of money that students spend downtown on goods and services would be significantly diminished if they had not been attending the University of Winnipeg;
- In general, students spend relatively little time downtown volunteering, using free public services, attending free public events, or working;
- In general, students spend relatively little time downtown (less than 4 hours per week) outside of attending the University of Winnipeg;
- Had the students not been attending the University, their time spent downtown would be reduced by roughly 30%; and,
- Students' primary mode of transportation to the University of Winnipeg is public transportation.

¹ All annual assessment calculations are based on a 9-month school year. This was done in order to account for the significant decrease in enrollment during the spring and summer months. All calculations are based on a total enrolment figure of 6,700 students.

1.0 INTRODUCTION

The Student Impact Survey was undertaken to determine the economic impact of University of Winnipeg student activities and expenditures on Winnipeg's downtown. The study was administered and analysed by the Institute of Urban Studies between March and May, 2001. The purpose of this study is to assist the University of Winnipeg in identifying its role in, and its contribution to, Winnipeg's downtown economy and revitalization. The results of this survey will be incorporated into the university's long-term student housing strategy and may be used in other documents to highlight the contribution of the University of Winnipeg and its students' to the broader downtown community.

2.0 METHODOLOGY

The Student Impact Survey (see Appendix) was distributed to 211 randomly selected students (approximately 3.5% sample size) in selected classes (representing a range of different departments) during class time. Instructors of the selected classes participated in administering the surveys. All 211 surveys were completed and returned.

2.1 Data

The Student Impact Survey was designed to obtain quantifiable data. Most of the questions were left "open-ended" in order to allow respondents to provide the most accurate estimates regarding their time and expenditures downtown. However, for the purpose of analysis, responses were put into time and price ranges from which median time and price figures were derived. This was done in order to standardize responses, making them more manageable for analytical purposes.

2.2 Limitations of the Study

This study had a number of limitations. Firstly, no specific sampling technique was employed to draw the survey sample. However, the sample size was relatively substantial and the classes in which the surveys were administered represented a cross-section of academic departments and levels. Therefore, it was considered that the survey sample was reasonably representative of the student body as a whole.

The accuracy of the responses was also an issue, as there may have been varying interpretations of the survey questions by respondents. In addition, the respondents had limited time in which to complete the survey and their time and expenditure estimates may not have been as accurate or complete as they could otherwise have been. To offset these possibilities, responses were re-coded into ranges as a means of standardizing responses for the purpose of analysis. When compared to external data, the survey analysis produced similar results.

Finally, the calculations and formulas used to derive the overall impact of student spending were based on multiplying the averages (from the survey) by the total student body. The results are therefore subject to expected error. However, when analysis results were compared to external data sources, there were a number of similarities.

3.0 RESULTS

3.1 Student Expenditures

Table 1: Overview of Monthly Student Expenditures

Monthly spending by students (not limited to the downtown)	\$1,427,997.94
Monthly spending by students in the downtown	\$1,009,368.56
Estimated monthly spending downtown (if not attending the University of Winnipeg)	\$565,996.95
Difference in spending between attending and not attending the University of Winnipeg	\$443,371.61
Percentage less spent downtown if not attending the University of Winnipeg	43.93%
Percentage of monthly student expenditures spent downtown	70.68%

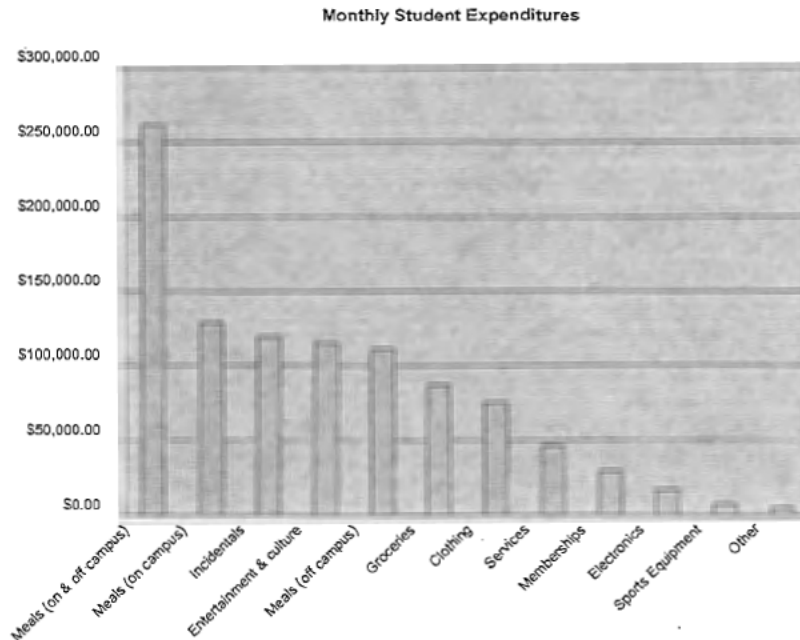
Based on results, the Institute of Urban Studies calculated that University of Winnipeg students spend approximately \$1,428,000.00 per month (or \$12,852,000 annually)² on goods and services in general (not limited to the downtown only).

From the survey, it was also calculated that University of Winnipeg students spend approximately \$1,009,000 per month (or \$9,084,000 annually), on goods and services *in the downtown*. Therefore, almost 71% of University of Winnipeg students' monthly and annual expenditures on goods and services are made downtown.

Respondents indicated that, had they not been attending the University of Winnipeg, their monthly and annual expenditures made downtown would be significantly diminished. According to the survey, student spending in the downtown would be approximately 44% less on average had they not been attending the University of Winnipeg. This translates into a net loss of about \$443,370.00/month (or \$3,990,340.00 annually) if the University was not located in the downtown.

The survey indicated that students' primary expenditures are on food. Meals both on and off campus constitute about 25% (13% on-campus and 11% off-campus) of monthly and annual student expenditures downtown. Incidentals and entertainment/culture each account for approximately 11% of the total monthly and annual expenditures downtown. Expenditures on groceries account for about 8% of the total, while spending on clothing makes up about 7% of the total monthly and annual expenditures downtown.

² All annual assessment calculations are based on a 9-month school year. This was done in order to account for the significant decrease in enrollment during the spring and summer months.⁷ All calculations are based on a total enrolment figure of 6,700 students.



On-campus monthly meal expenditures by students were compared to calculations based on actual figures from the University’s food systems service (Versa Services Ltd.). According to the survey, the total monthly amount spent by students on on-campus meals was \$129,389.60. According to the calculations based on figures from Versa Services, the monthly gross revenue generated by on-campus food services (not including vending machine revenues)³ is approximately \$101,422.00⁴.

3.2 Spending Time Downtown

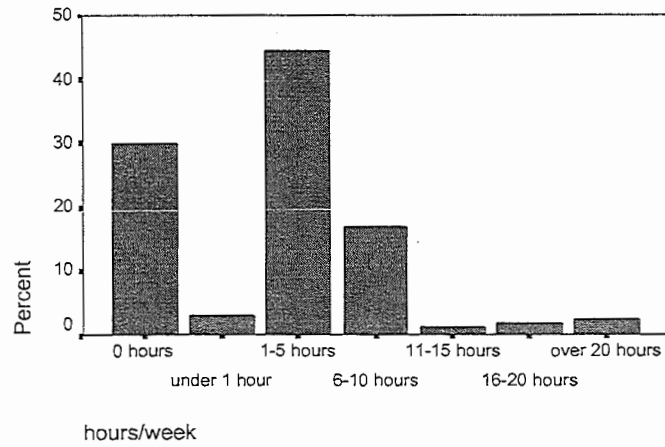
Survey respondents indicated that time spent downtown outside of regular university attendance is kept to a minimum. According to the survey, students spend less than 4 hours per week downtown outside of university time. That translates into a total of about 25,000 hours spent by the entire student population per week in the downtown outside of university time.

³ Vending machine revenues were not available to include in the calculation.

⁴ According to Versa Services Ltd., the average food check on campus is \$2.12, while the average number of daily transactions is about 2,200. The monthly figure was calculated by multiplying the average food check by the number of daily transactions to come up with a figure for daily gross revenues. The daily gross revenue was then multiplied by 21.75 days (average number of workdays per month) to come up with the monthly gross revenues of on-campus food services.

Time Spent Downtown

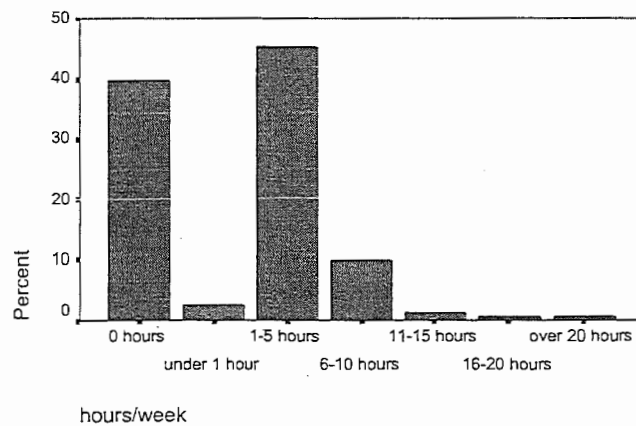
Outside of University attendance



Despite indications that students spend little time downtown, respondents noted that, had they not been attending the University of Winnipeg, their time spent downtown would be reduced by approximately 30%.

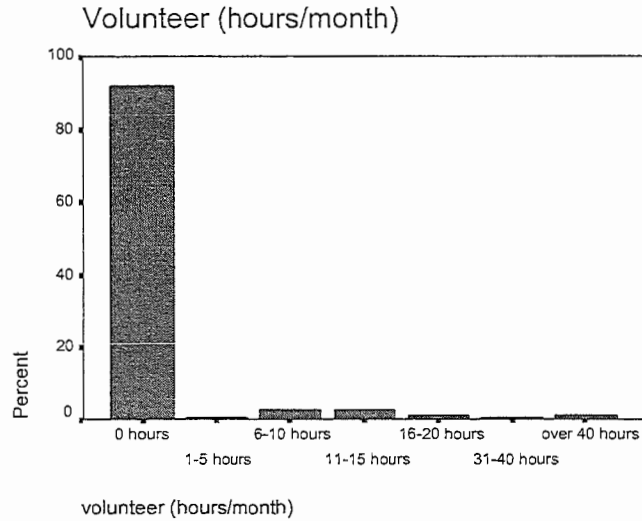
Estimated Time Spent Downtown

If not attending the University of Winnipeg

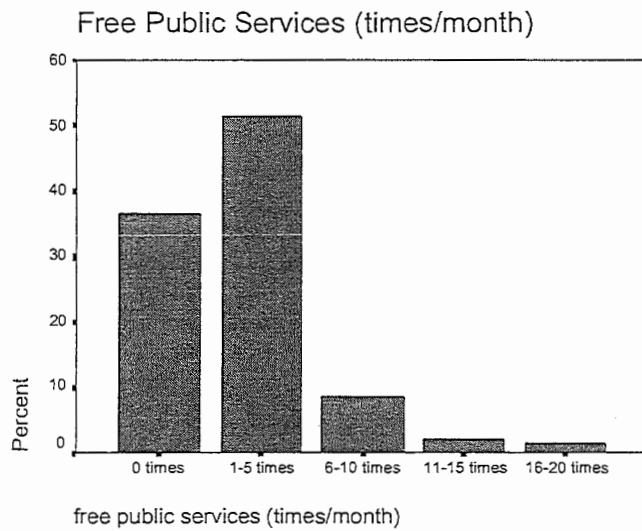


3.3 Student Activities Downtown

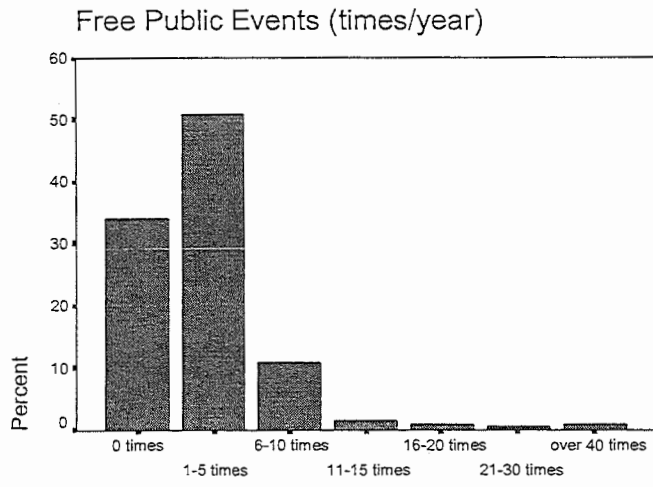
Only about 8% of respondents spend time volunteering downtown. On average, the students that volunteer spend about 15 hours per month volunteering. However, an average based on all the respondents revealed that the average amount of time spent volunteering downtown is only about 1 hour/student/month.



According to the survey, approximately 63% of students take advantage of free public services (ie. libraries, galleries, etc.) available downtown. On average, those that make use of the available free public services downtown do so about 4 times/month. However, an average based on all students indicates that students use free public services in the downtown about 3 times/month.



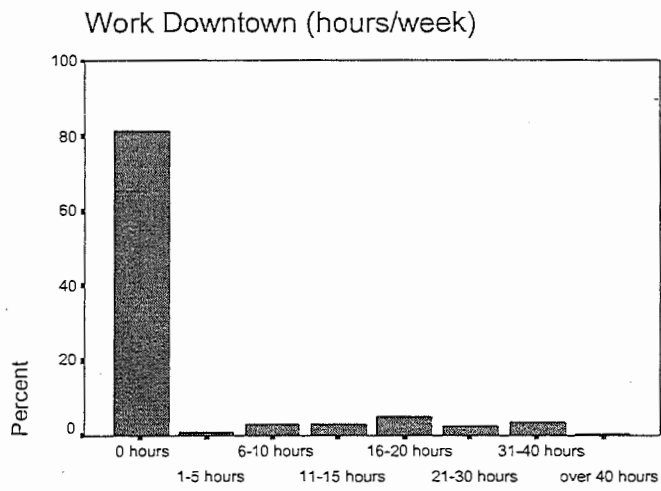
Almost 66% of students attend free public events (i.e. concerts, festivals, etc.) downtown at least once a year and, of these, the average attendance is 5 times per year. Averaged for the entire student enrolment, students attend free public events in the downtown about 3 times per year.



free public events (times/year)

In terms of respondents who reported that they work downtown, 18.4% of respondents indicated that they are employed downtown. This is fairly consistent with CentrePlan's figure for the proportion of Winnipeg's population that is employed downtown (approx. 25%)⁵.

In terms of the time spent by students working downtown, those that are employed downtown work an average of about 19 hours/week.



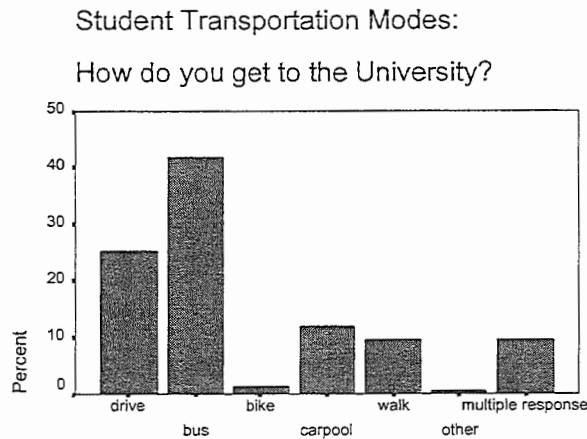
work downtown (hours/week)

⁵ CentrePlan figures taken from: *Working Together For Winnipeg's Downtown: CentrePlan Committee, 1995/1996.*

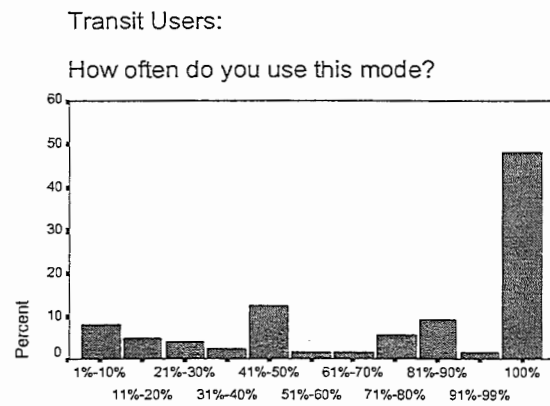
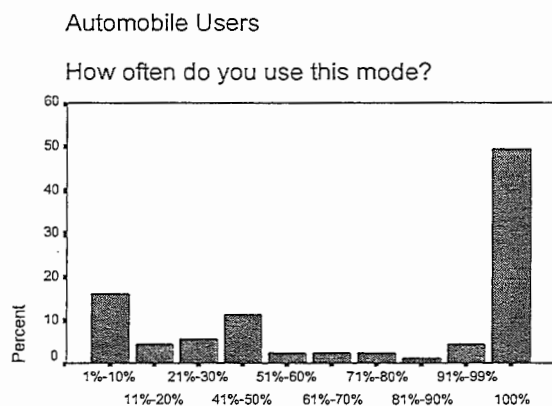
3.4 Student Transportation

According to the survey, bus was the primary mode of transportation to and from the university (41.9%). This is consistent with Winnipeg Transit's figure of over 40% for post-secondary student ridership. However, according to Winnipeg Transit, the transit market share at the University of Winnipeg is 56% - higher than any other post-secondary institution in the city.⁶

Private vehicle usage was only slightly lower than transit usage, with 37.1% of respondents travelling to the University either in private automobiles (25.2%) or in carpools (11.9%).

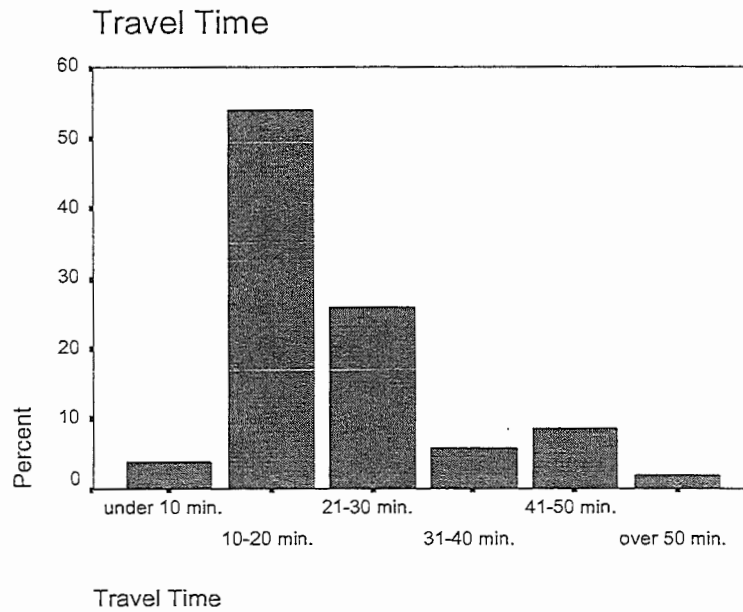


Respondents who traveled either by bus or by car were also considerably more likely to use that mode of transportation to the university 100% of the time. Of the respondents that traveled by car, 49.4% of them traveled to school by private automobile exclusively. Similarly, 48.4% of the respondents who traveled by bus, did so exclusively.

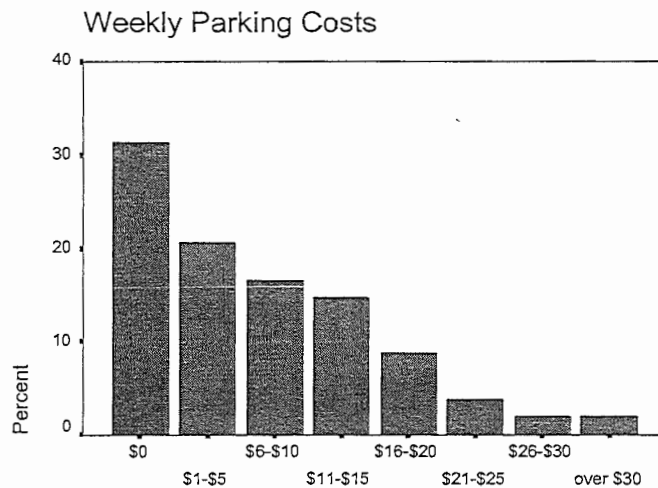


The average time it takes for automobile users to travel to the university was 23 minutes. 56% of drivers and carpool travelers have a travel time of 20 minutes or less, while 34% have a travel time under ten minutes.

⁶ Winnipeg Transit figures taken from: *Direction to the Future – The Guide to Better Transit Service for Winnipeg: Final Report*, January 7, 2000.

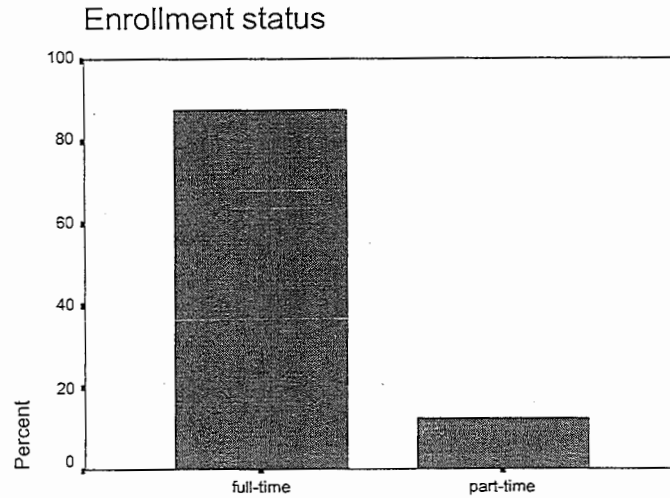


According to the survey, automobile users pay an average of approximately \$7.51/week in parking costs (private and public). Exclusive automobile users on campus alone pay a total of \$56,300.00 in monthly parking costs (\$507,190.00/year).



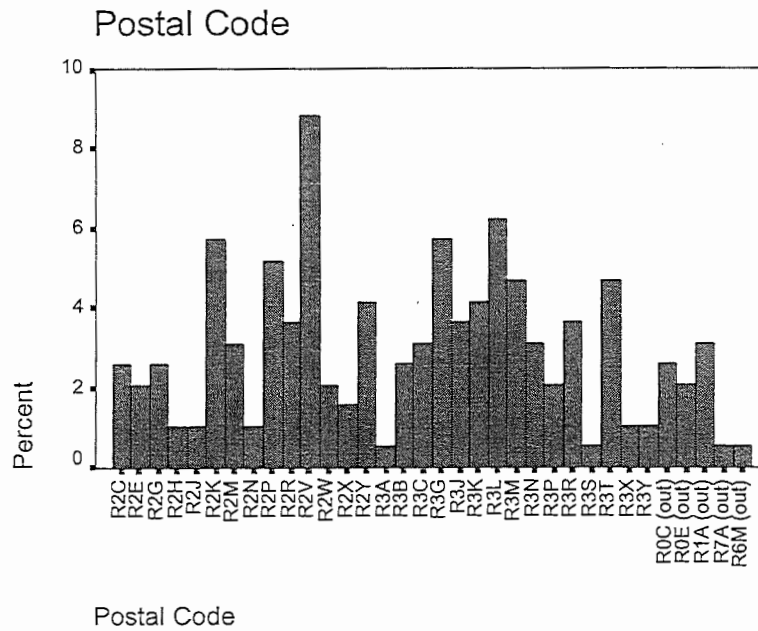
3.5 Enrolment

The majority of respondents were enrolled as full-time students (87.4%), while 12.6% of respondents were enrolled as part-time students. According to the university's actual enrollment statistics, 78% of students are registered as full-time students, while 28% are registered as part-time. The University of Winnipeg has an enrolment of about 6,700 students (approximately 6,100 University students and 600 Collegiate students).



3.6 Residence Location

Respondents tended to display a fairly even distribution in terms of their residence location within the city. According to the survey, approximately 23% of respondents live in postal code divisions that make up Winnipeg’s inner city. However, only about 12.8% of respondents said they lived downtown when asked explicitly⁷. Only a small percentage of the respondents (8.8%) live outside of the city in areas that include Dugald, Oakbank, and St. Andrews.



⁷ This discrepancy is most likely due to the fact that respondents were not necessarily familiar with the boundaries that define Winnipeg’s inner city.

APPENDIX

Date XXX

Re: Student Survey

Dear Instructor/Professor,

The University of Winnipeg in conjunction with the Institute of Urban Studies is in the process of conducting a student survey in order to better understand the relationship between students attending the University of Winnipeg and the downtown community. The goal is to assess both the economic and social impact students may have on the inner city. The findings will be published in the long term student housing strategy, and will be made available to the university for other purposes upon request.

We would greatly appreciate it if you would agree to administer these surveys in class as we feel this would greatly improve the rates of response. The survey should take just over 5 minutes to complete, and we estimate it will take a total of about 10 minutes to administer.

ADMINISTRATION OF THE SURVEY

We would ask that you:

1. Distribute the surveys to all students in the class.
2. Explain to students the general objectives of the research, indicating that participation in the study is voluntary but emphasizing that their cooperation is important to the success of the study.
3. Assure students that the financial questions in the survey are not intended to determine students' personal income, but rather their spending patterns.
4. Ask students to read the questions carefully, since some questions ask respondents to indicate how much they spend per week, and others per month.
5. Return the completed surveys to Tom Carter, Director, Institute of Urban Studies, by February XXX.

Please do not hesitate to contact us with any questions or concerns you may have regarding this survey. Alternately, please do not hesitate to contact Geoff Scott (Chair of Geography Ethics Committee, ☎786-9297) and Kristine Hansen (Chair of the Senate Committee on Ethics in Human Research and Scholarship, ☎786-9345) with any concerns.

We appreciate your cooperation in administering this survey. Your help is invaluable to its success.

Sincerely,

Tom Carter
Director

Student Impact Survey

1. How do you get to the university? (If more than one, please indicate what percentage of the time you use each type of transportation by writing it in the blanks.)

drive bus bike
 carpool walk other (please specify) _____

2. **If you drive**, i) how much on average do you spend on parking? \$_____/week
 and ii) how long does it take you to get to school in the morning? _____

3. In the table below, please estimate the approximate dollar amount spent **per month** in the **downtown area only**.

	Groceries (on campus)	Incidentals ¹ (off campus)	Services ²	Meals & Culture ³	Meals	Entertainment
Downtown only	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

¹ Incidentals include snacks, paper/pens and magazines as well as smaller items such as gifts, books, CDS etc.

² Services include Internet cafe, photo development, dry-cleaning, hair salon etc.

³ Entertainment & Culture includes movies, bars, concerts, ballet, museums, galleries, theatre etc.

4. Please estimate how much you spend in total on clothing, electronics, sports equipment, memberships and other major purchases **in the downtown area** over the course of a **year**.

	Clothing	Electronics	Sports Equip.	Membership ¹	Other ²
Downtown only	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

¹ Includes gym memberships, extracurricular classes, etc.

² Please specify _____

5. How much do you spend **in total** (not only in the downtown) on all categories listed in questions 3 and 4?
 \$ _____/month

6. How much do you think you would spend downtown, per month, if you were not attending the University of Winnipeg? \$ _____/month

7. Please indicate how often you participate in the following activities:

- a) volunteer downtown _____ hours/month
- b) use free downtown public services such as libraries _____ times/month
- c) attend free downtown public events (concerts, festivals, etc.) _____ times/year
- d) work downtown _____ hours/week

8. On average, how much time do you spend downtown per week, **outside** of university-related activities?
 _____ hours

*not applicable because I: live downtown work downtown

9. How much time do you think you would spend downtown per week if you were not attending the University of Winnipeg? _____ hours

*not applicable because I: live downtown work downtown

10. Are you enrolled as a full-time or part-time student? full-time part-time

11. What is your postal code? _____