

MSU Employee Survey on Parking and Transportation
Addendum: Differences between the Open-Initiation Survey and the Randomly-Drawn Sample

After conducting a survey of randomly selected employees at MSU in early February, 2007, we invited employees across campus to respond to the same instrument via an announcement on MSU Today. 213 responses were collected over a three week period. This group was similar to the sampled employees in many ways. A few meaningful (though not necessarily statistically significant) differences emerged.

- Classifieds and Professionals are over-represented in the open-call survey, while the sample was very close to the population distribution.
- More bus riders responded to the open call.
- More non-riders in the open survey would consider riding with changes to the routes or schedules (nearly half of the first survey's non-riders are unlikely to ride no matter what; 40% of the later survey would not ride).
- There is stronger support for 50 cent fare in the open survey - 66% compared to just under 60% in the sample - and for \$15 pass - 60% compared to 45%. There is also greater sensitivity to a fare in the open-call results, with 25% less likely to ride if a fare were charged. There are no meaningful differences on parking surcharges across the two surveys.
- More of the second group would use a remote lot - 45% compared to one-third of the sample.
- More would use a distant park-n-ride.
- There is greater dissatisfaction with the parking situation on campus in the second survey, averaging 4 (somewhat dissatisfied) on the five-point scale, compared to an average of 3.6 in the scientific sample.
- The self-selecting group was more likely to make comments, which is a common result when comparing a sample survey and an open-call survey. Two-thirds offered comments, compared to 54% in the sample survey.