

## I.4 Target Pop, Sampling Plan, Sampling Frame, Nonresponse Plan

On-Campus Project: Knowledge and Utilization of CMU Safe Walk and Escort Services

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	<b>samp frame</b>	<b>25/25</b>
	<b>using frame</b>	<b>25/25</b>
	<b>nonresponse</b>	<b>25/25</b>
	<b>total</b>	<b>100/100</b>

**Target Population:** Our target population is CMU students both undergraduate and graduate who live both on and off campus. This population includes all full and part time students (including commuters) that live within the geographic area that these safety services cover. Students who live outside of this area are not included in our target population.

### Sampling Plan:

Our sampling frame is CMU students whose names are in the C-Book. We will use a random sample where we generate pairs of random numbers where the first number corresponds to a page number (from 1 to n-pages) and the second number corresponds to a student on that page (from 1 to m-students on each page.) We will then take these students' names and search the online directory for their Andrew ID's.

great

Due to the nature of email surveys, we can expect nonresponse to be an issue. In an effort to reduce non-response we will send three follow-up emails, four days apart, to everyone in the sample. This ensures anonymity since we will not know who has or has not responded to the survey.

great

Since we are using a random sampling procedure, we expect the sampling frame to be representative of the target population. However, we will still collect demographics to verify that this is true. If we find that our sample is not representative of the target population we will weight the sample population according to known target population demographics which we can access through the CMU website.

sounds great