

Safety Survey: An Analysis of Student's Knowledge and Utilization of CMU SafeWalk and Escort Services

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Research Question

- What portions of CMU students know about and/or utilize safe walk and escort services and how could we increase both knowledge and utilization of these services?



Survey

- Demographics
- Use of SafeWalk/Escort services
 - Frequency of use
 - Reason for lack of use
 - Comfort walking alone after dark
 - Usefulness of websites



Survey

- Knowledge of how to use SafeWalk/Escort
 - Hours of operation and how to access services
 - Confidence in knowledge
 - Can you be dropped off at your current home?
- What might make you more likely to use SafeWalk/Escort Services?



Sampling

- Simple random sample from C-Book
- Email has ~20% response rate
- 11,371 total students at CMU
- 95% confidence interval
- 5% margin of error
- Needed 372 responses
- Need to email 1860 students



Survey Set-Up

- Used SurveyGizmo
- Manually entered questionnaire
- Re-coded response values
- Generated a random list of two numbers: page number and location on page
- Divvied up work between group members to go through C-Book and type names
- Generated more numbers since 1860 units was not reached due to too large of a bound on location on page
- Created an Andrew Mailman list to generate mass email

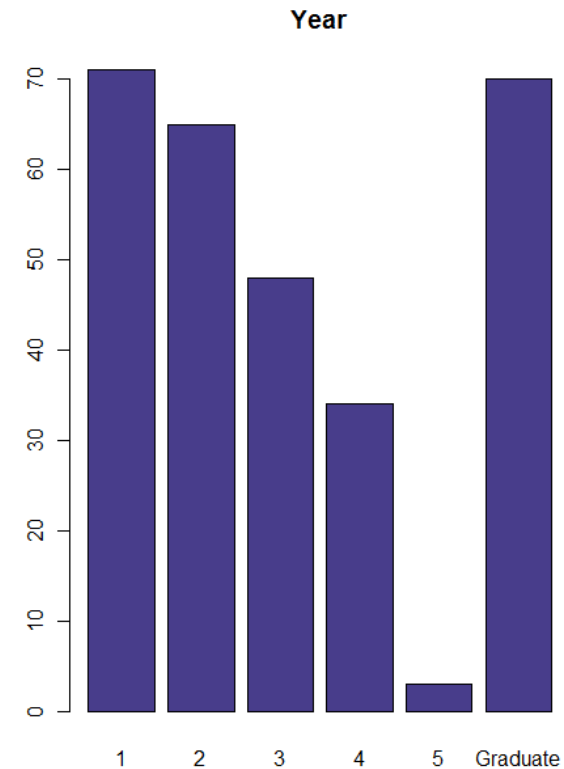


Issues

- Ability to respond to entire group
- Frustration with receiving multiple emails
- Had to delete and recreate the list each time we needed to send an email
- Added a clause to allow respondents to remove themselves from the list

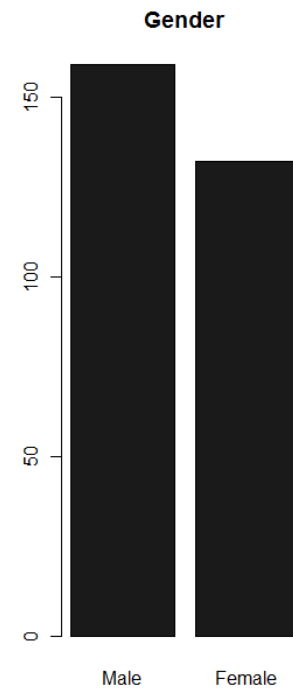
Response Rate

- 294 responses
- 176 Abandoned
- 54 Partial
- 1352 made no attempt
- Senioritis a factor?



Demographics - Gender

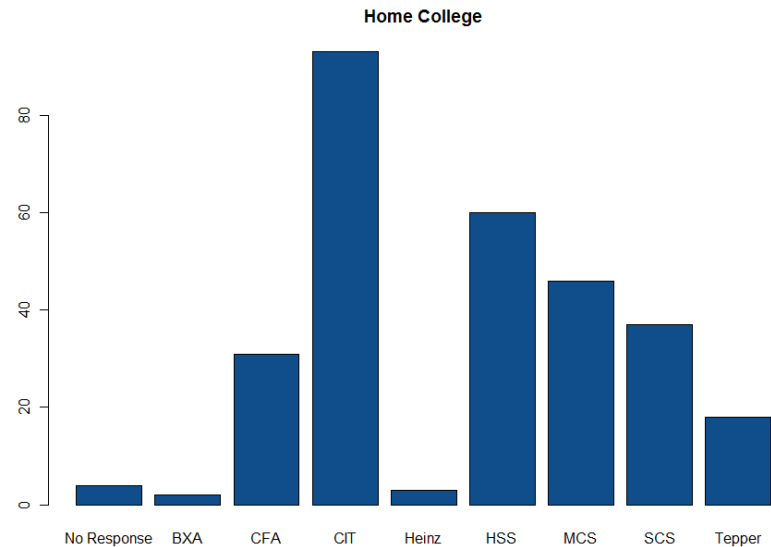
- CMU Ratio - $3/2$
- Our Ratio $\sim 7/6$



Demographics - School

Actual Values

CIT:	25.83%
Tepper:	12.32%
SCS:	11.96%
H&SS:	11.92%
CFA:	10.76%
Heinz:	10.41%
MCS:	8.83%
BXA:	3.84%





Data Collection Timeline

- Survey sent out on March 26
- Reminders sent on March 30, April 3 & April 7
- Data collection cut off ~April 10

“Dear student,

If you have filled out the survey already, thank you very much if you have not had to opportunity to fill it out yet, please take 5 - 10 minutes to do so. Please click on the following link to go to the survey:

<http://www.surveymozmo.com/s/263516/m1dmt>

We are a team of undergraduates working on a survey project for a class. Our survey is about CMU SafeWalk and Escort Services, and we need your input to make our project a success.

You have been randomly selected to fill out our survey. Your identity will remain anonymous.

We appreciate your help,
Jaclyn, Ivan, Katherine, and Evan”



Data Analysis

- Most importantly we plan to analyze what portion of the CMU population knows about and/or utilizes the SafeWalk and Escort services
- Observe demographic correlation
- Use data to increase both knowledge and utilization of services