

Study on CMU Undergraduates' Satisfaction with UC Athletic Facilities

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Research Question

- Question
 - How do CMU undergraduates' use and feel about the UC athletic facilities?
 - Which facilities used most?
 - Which facilities need improvement?



Research Question

- Motivation
 - Improve facilities for students
 - Better facilities = healthy living!
 - Potential client is CMU

Questionnaire

- QuestionPro.com
 - Web Professional License (\$15 per month)
 - Upgrade allowed for more and specific questions
- Demographic Questions
 - Year/Age
 - Academic Department
 - Gender
 - Housing

Questionnaire

- Basic physical activity level
- Wait time
- Cleanliness
- Check-in process
- Process to reserve rooms/courts

Sample Selection

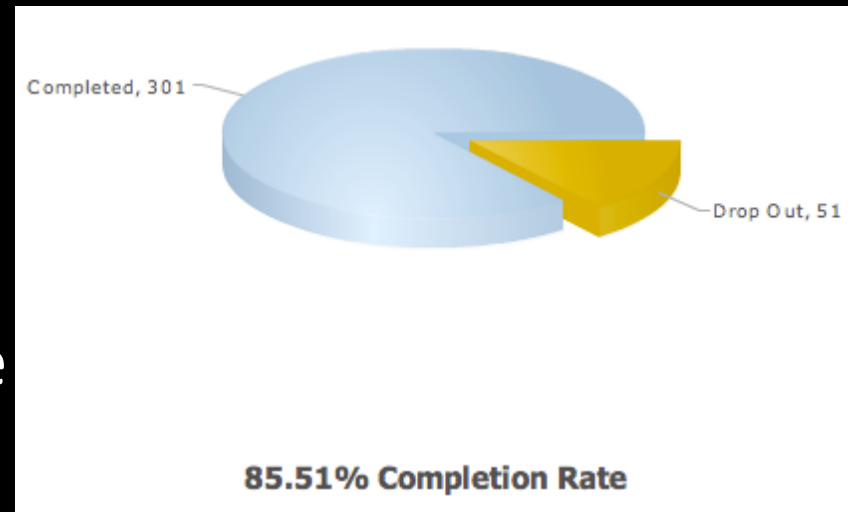
- All CMU Undergraduates
- Sampling frame = CBook
- Sample size calculations
 - Margin of error = 5.5%
 - Sample Size = 341 undergraduates
 - Expected response rate: 25%
 - Emailed 1,320 undergraduates

Respondents Contacted

- Email with link to QuestionPro (3/18/10)
 - Connection with student body
 - Emphasized short survey (< 5 minutes)
 - Thanked respondents for their time
- Reminder email sent (3/28/10)
 - Glitches: 1 angry email
 - Solution: replied with apology, removed from list

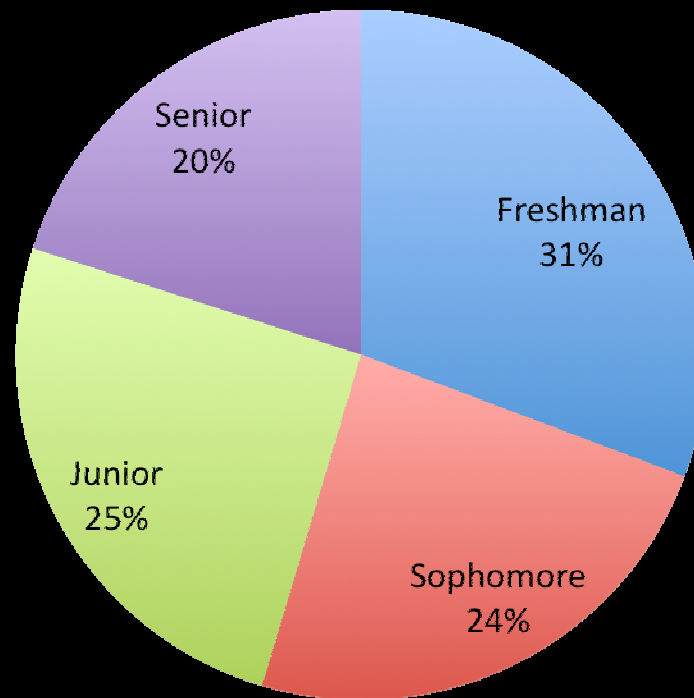
Current Status

- 301 respondents
- Non-response
 - 382 viewed
 - 14.49% non-response
- Need 40 more
- Will send another reminder email on April 7th



Results Thus Far

Undergraduate Distribution



Research Question

Sample

Results

Action Plan

Results Thus Far

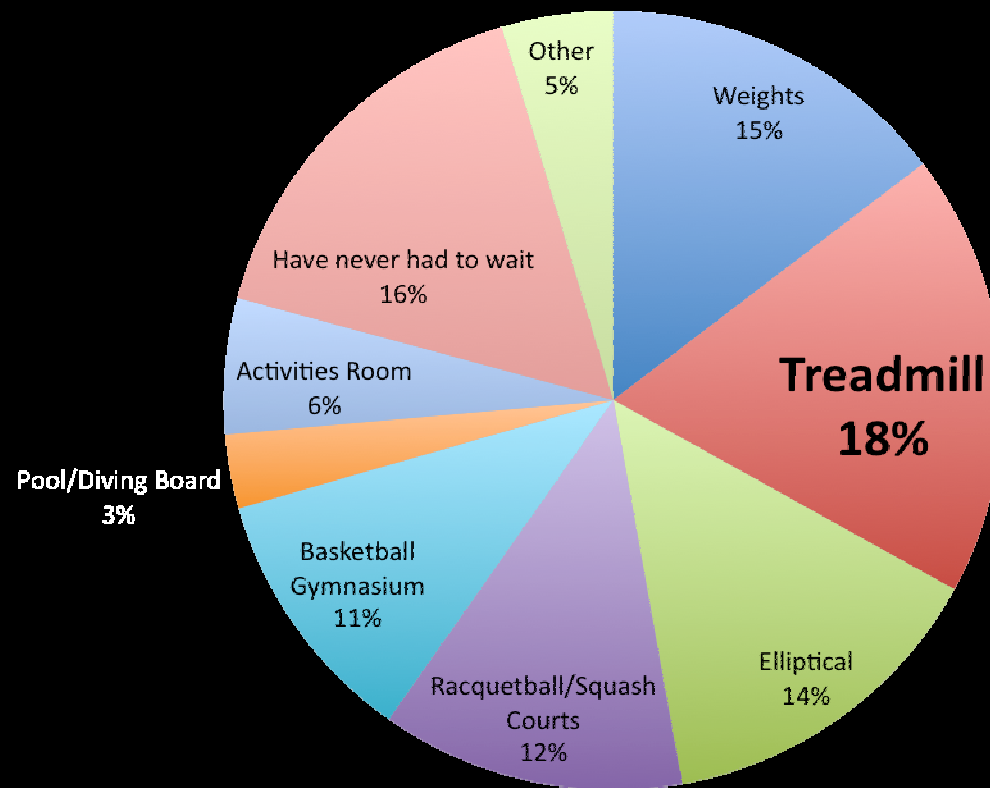
- Males – 51.5%
Females – 48.5%
- On campus – 65.47%
Off campus – 34.53%

Results Thus Far

- Majority (27.67%) – moderate activity level
- Cleanliness – 53.54% are satisfied
- Effectiveness – 45.08% agree
- Major Issue: check-in process
 - Don't want wristbands
 - Card swipe recommended

Results Thus Far

Equipment/Facility Wait Time



Research Question

Sample

Results

Action Plan

Data Analysis

- Will cut off data collection on April 15th, 2010
- Future analyses that will be performed
 - Imputation, if necessary
 - Post-survey processing
 - Overall percentages
 - Most popular complaints
 - Solutions to problems