

**NC State University Police Department
2021 Customer Satisfaction Survey:
Introduction, Research Methods, and Response Rates**

Background and Questionnaire

The University Police Department Customer Satisfaction Survey has been administered at NC State on a triennial basis since Spring 2004. The University Police Department uses the results as part of their accreditation process through the Commission on Accreditation for Law Enforcement Agencies (CALEA). For more information about CALEA or the accreditation process, see the University Police Department's [website](#).

The questionnaire, originally developed by Tom Younce, former Director and Chief of the NC State University Police Department, in consultation with the then Associate Director for Survey Research in Institutional Strategy and Analysis (formerly the Office of Institutional Research and Planning), has undergone minor revisions over time to drop a few items no longer needed, and to add items to collect new information.

The survey asks respondents for their assessment of a range of specific areas related to the services provided by the UPD, the professionalism of the police officers, and the availability of information about crime on campus, as well as for their perceptions about safety on campus, their support for various security measures, and their personal interaction with campus police officers. The questionnaire used in the Fall 2021 Police Department Customer Satisfaction Survey (UPD21) can be found on the Institutional Strategy and Analysis website.

Survey Population & Sample

The 2021 survey population consisted of faculty, staff, graduate and undergraduate students working and/or taking classes on-campus (i.e., main campus, Centennial, and the Centennial Biomedical Campus) during Fall 2021 semester. Specifically, eligible students were those who were: a) enrolled as of November 1, 2021; b) taking at least one non distance education class; and c) 18 years of age or older. The faculty/staff population consisted of permanent employees as of November 1, 2021. Contract, county extension, temporary, and "no-pay" employees were not eligible. The final population consisted of 38,963 people (7,642 faculty/staff and 31,321 students). A random sample of about 33 percent of the faculty/staff (n=2,571) and 20 percent of students (n=6,156) was selected (total survey sample was 7,149). Overall, the sample demographics (e.g., sex and race/ethnicity) mirror that of the population.

Administration

UPD21 was a web-based survey. On November 8, 2021, all sample members were sent an email invitation to participate in the confidential survey, over the name of the current Chief of the NC State University Police Department (Chief). Up to three follow-up reminders (as necessary) were emailed to non-respondents on November 11, November 16, and November 22. Completed surveys were accepted until November 23, 2021. In order to enhance security, follow-up with non-respondents, and to be able to merge information from university data files with the survey data, sample members were required to authenticate through Shibboleth, the university's single sign-on (SSO) solution, in order to access the survey. After authenticating, only a randomly generated unique ID was attached to an individual's record of response.

Response Rates

A total of 1,575 sample members submitted eligible surveys. Thus, the UPD21 had a final response rate of 22 percent (1,575 of 7,149 sample members), with a margin of error of plus or minus 1.9 percentage points. Response rates, however, varied widely between various sub-groups of the population. For example, 44.1 percent of the faculty/staff participated compared to just 14.7 percent of the students. See Table 1 for more information about response rates.

Table 1. 2021 Response Rates

	Survey Population		Survey Sample		Survey Respondents		Response Rate	Margin of Sampling Error (+/-)*
	N	% of population	N	% of sample	N	% of respondents		
Total	38,963	100.0%	7,149	100.0%	1,575	100.0%	22.0%	1.9
Gender								
...Female	19,297	49.5%	3,468	48.5%	885	56.2%	25.5%	2.5
...Male	19,666	50.5%	3,681	51.5%	690	43.8%	18.7%	3.0
Race/Ethnicity								
...Asian Amer	2,831	8.6%	590	8.3%	67	4.3%	11.4%	10.6
...Black / AfrAmer	2,900	7.5%	638	8.9%	116	7.4%	18.2%	7.4
...Hispanic	2,434	7.3%	457	6.4%	63	4.0%	13.8%	10.6
...White	24,947	64.1%	4,512	63.1%	1,063	67.5%	23.6%	2.3
...Other / Unknown	5,833	12.5%	952	13.3%	266	16.9%	28.0%	4.3
Status								
...Faculty/Staff	7,642	19.6	1,782	24.9%	786	49.9%	44.1%	2.0
...Student	31,321	80.39	5,367	75.1%	789	50.1%	14.7%	3.0

* The margin of sampling error is based on the number of survey respondents compared to the number of the survey sample.

Data Analysis

To compensate for biases in the data resulting from 1) selecting 33 percent of all faculty/staff employees in the population to include in the sample, and only 20 percent of the students to include in the sample; and 2) some groups in the sample being more likely to participate in the survey than others, the UPD21 data were weighted. Weighting is a standard statistical technique used in survey research to compensate for, in this case, variations in sample selection and response rates. The purpose of weighting the data is to have the results better reflect those that would have been found had the demographics of the respondents mirrored that found in the survey population.

For example, faculty/staff make up about 20 percent of the population but 50 percent of respondents, and students make up 80 percent of the population but 50 percent of respondents. Let’s assume that faculty/staff have widely different responses to various issues about the University Police Department as opposed to students. In looking at the **overall** survey results for any given question, the results would be more heavily influenced by the opinions of faculty/staff than they should be, given that they are a relatively small group on campus. Again, from a **campus-wide perspective**, you would not get an accurate assessment of overall attitudes as captured in the questionnaire. When the data are weighted, however, the response from each faculty/staff member is essentially counted only about .5 times and the response from each student is essentially counted 1.5 times. This ultimately makes the survey respondents more accurately reflect the faculty/staff versus student breakdown of the population. Because response rates varied not only by faculty/staff versus student, but also, to a lesser degree, by sex and by race/ethnicity, the UPD21 data were weighted based on the combination of NC State status (faculty/staff or student), sex, and race/ethnicity (e.g., an African American male student would be assigned one weight, an Hispanic female faculty/staff another, etc.). All CPD21 reports are based on the weighted data.

Data obtained from the UPD21 were analyzed using standard statistical methods. Again, all analyses were performed on the weighted survey data. The various reports for closed-ended questions consist of overall

results (with “Don’t Know/Not Applicable” responses excluded), and results broken down by various sub-groups of respondents (with separate files for results that exclude “Don’t know/Not Applicable” responses, and results that include such responses).

Sub-group analyses consist of 2-way crosstabulations to individual survey items by NC State status (faculty/staff and student); sex (female and male); race/ethnicity (white, African American, Asian, Hispanic, and “other/unknown” [Native American, more than one race, unknown]); age (under 26 years old, 26-45 years, over 45 years old); number of years on campus (less than 3 years, 3-5 years, more than 5 years); and the number of different types of ways the respondent has interacted with the NC State University Police (never had any contact, for one or two different reasons, for three or more different reasons). NC State status, sex, race/ethnicity, age, and number of years on campus were obtained from University student or personnel data files. Personal contact with University Police was obtained through responses to survey questions.

Chi squares were used to determine statistically significant differences in responses by NC State status, sex, race/ethnicity, age, number of years on campus, and contact with University Police. Results from the chi-square tests are indicated by an asterisk in the tables of results excluding “Don’t Know/Not Applicable” responses.

Open-End Comments

The UPD21 included several open-end questions. Specifically, respondents were asked to “...*describe any safety concerns [they] have about specific buildings, locations, or conditions on campus*” (Q29) and to “...*share any additional comments [they] would like to make about the NC State University Campus Police Department, competency of its employees, and share any recommendations [they] may have on how the agency could improve upon the services it provides to the University Community*” (Q30). In addition to being asked to respond to a specific list of reasons for which they have interacted with University Police, respondents could also write in some other reason. Respondents were also asked to comment on the WolfAlert system.

Using the coding scheme originally developed for the 2004 version of the survey (which was updated as appropriate), all open-ended responses were read and assigned up to three codes for the topical category referenced in the comment (with separate codes for comments that were favorable about the topic and those that were unfavorable), and up to three codes each for different buildings and/or parking areas mentioned.

For more information

For more information about the UPD21 survey please contact:
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