

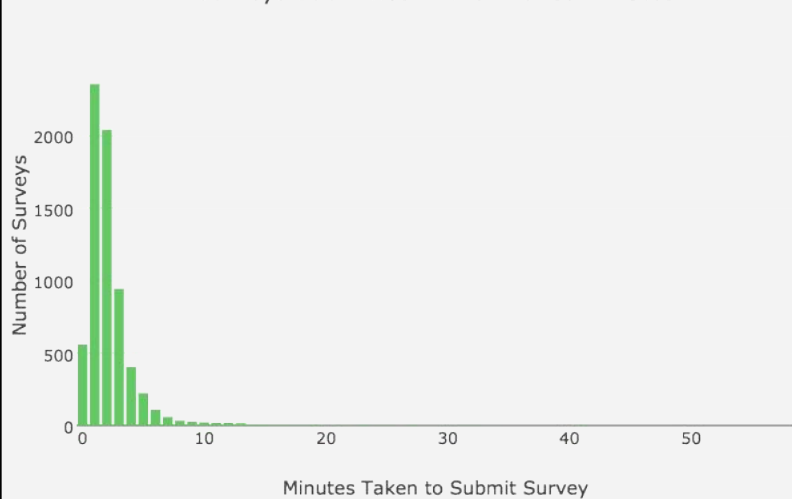
SURVEY TIME

Insights

- All insights made on survey data → CTL Users Taking + Completing Survey is KEY!
- Surveys only helpful if questions are answered AKA “completed”
- Surveys Submitted Vs. Surveys Completed
 - submitted = survey turned in – Q’s can be *unanswered*
 - completed = survey turned in & Q’s are **answered**
- QUESTION: Does survey time play a role in submission + completion?

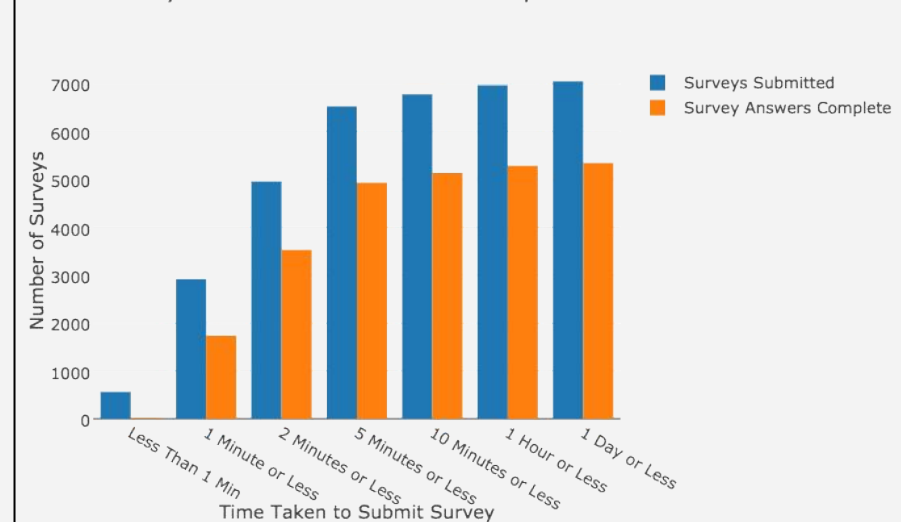
GRAPH 1

Surveys Submitted in the First 59 Minutes

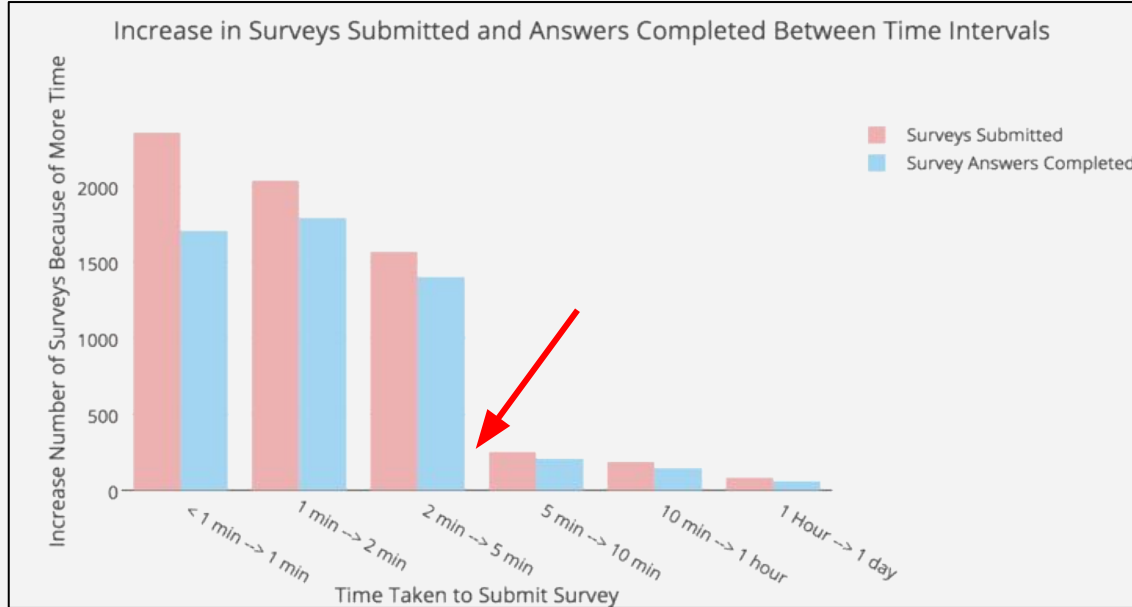


GRAPH 2

Surveys Submitted and Answers Completed vs Time Intervals



SURVEY TIME



Insights:

- Increase in survey submission and completion slows after 5 minute mark
- Increase in completed surveys between

1 → 2 mins > less than 1 mins → 1 min

So some extra time helps in completing surveys.

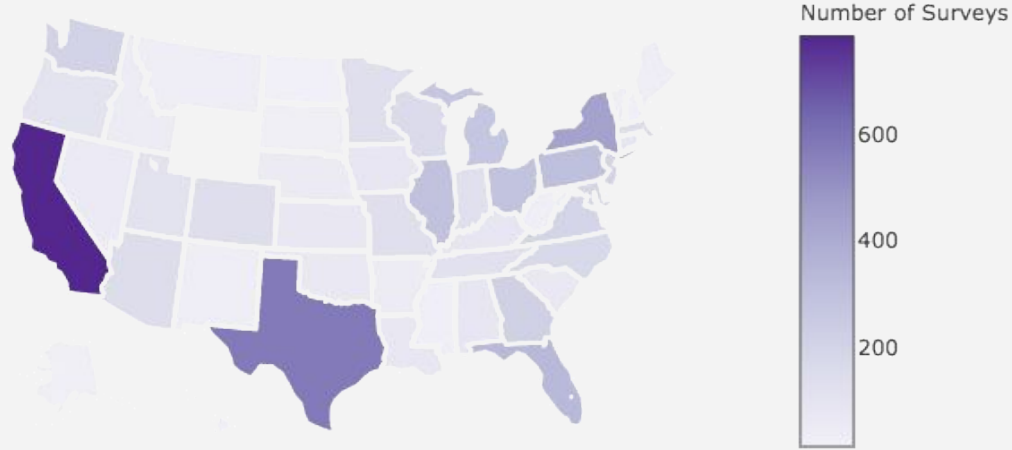
- More time DOESN'T necessarily mean more completed survey
 - Ex: post 5 mins

Take Aways:

1. Most people finish in 5 mins
2. Set avg survey taking time: 5 mins
3. Goal : Get more CTL users to COMPLETE answers
 - → better data
 - → better analysis
 - → help better

LOCATION, LOCATION, LOCATION

Number of CTL Surveys Taken by State



Insights:

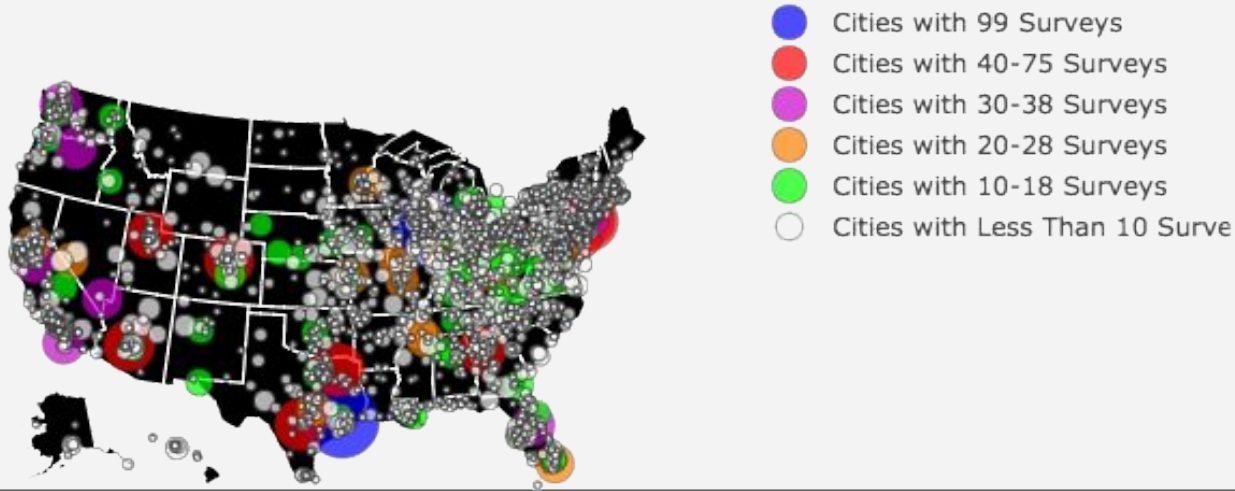
- CA, TX, NY are top 3 states
- Question: are survey respondents concentrated in certain cities? Or spread out?

Take Aways:

- Find out why/what factors of CA, TX, NY have most interaction with CTL
- Can focus on better advertisements across the nation

LOCATION, LOCATION, LOCATION

CTL Surveys Submitted - By Cities



Insights:

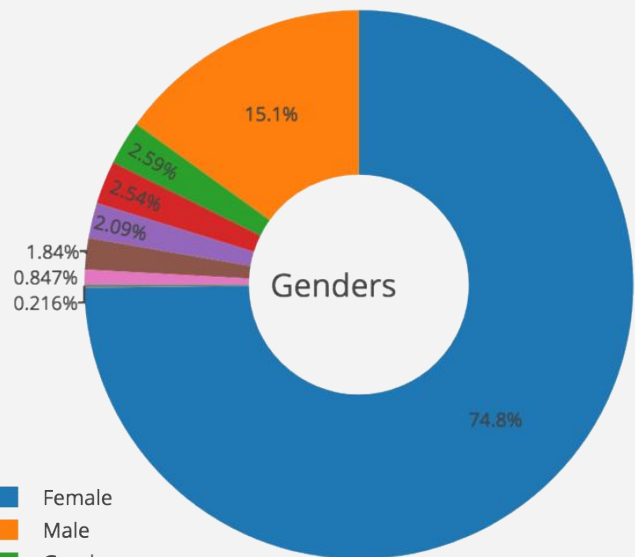
- Top cities are in TX, IL, and several other states
- LOTS of cities with sparse respondent populations
 - But this means CTL is still known + accessed
 - How did they learn about CTL?

Take Aways:

- Why are survey respondents so dense in some cities as opposed to others – common factors of popular cities?
- Once we find those factors, how can we better use them
 - (1) better under common crises in popular cities
 - (2) to promote CTL – expand marketing

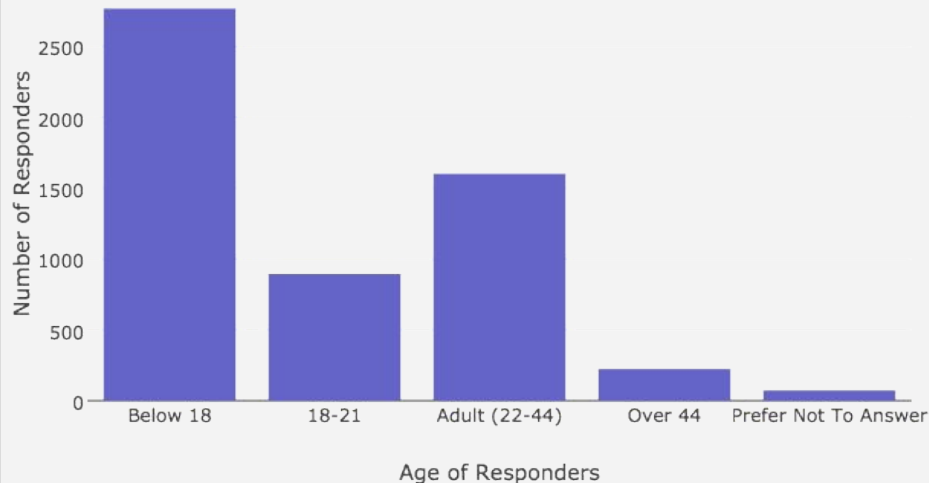
SURVEY RESPONDENTS BY AGE & GENDER

How Responders Identify (Gender/Agender)



- Female
- Male
- Genderqueer
- Trans
- Other - Write In
- Agender
- Prefer not to answer
- Intersex

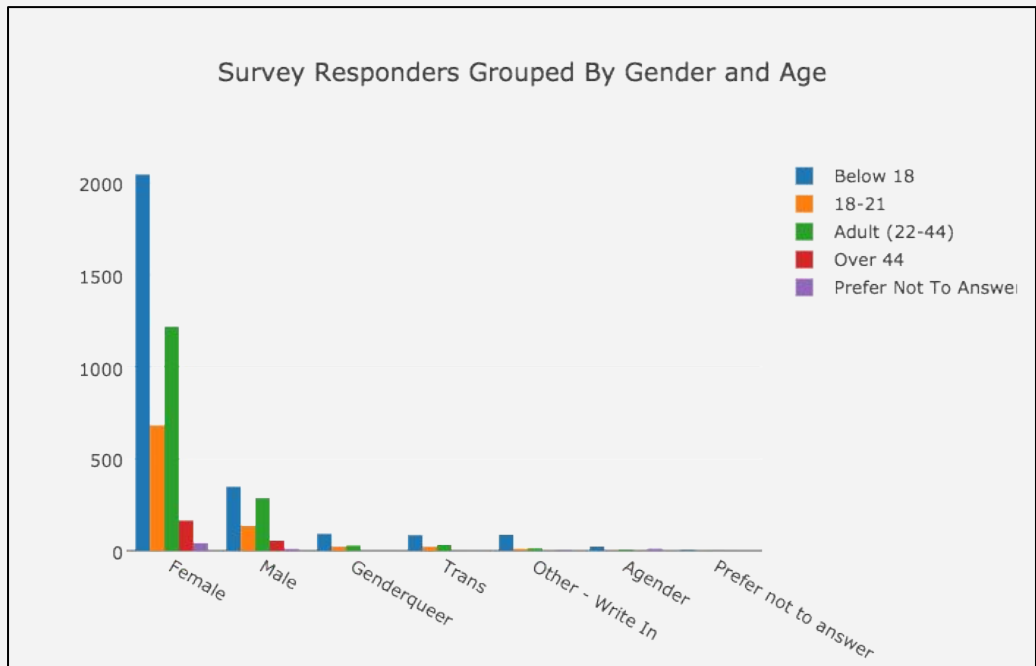
Survey Responders Grouped By Age



Insights:

- Age below 18 > (18-21)
 - Why? Below 18, live at home, less access to counselors?
- Why mostly females?
 - Stigma against men talking about
 - Careful to not tailor CTL practices/methods towards 'majority' (females)

SURVEY RESPONDENTS BY AGE & GENDER



Insights:

- Even divided by gender, age distribution is relatively same (below 18 > adult (22-44) > (18-21))
- Men's surveys divided by age is interesting:
 - Below 18 is NOT hugely different from Adult (22-24)
- Women being exposed to/taking action with CTL differently based on age - where this is uniform across age for men?

Take Aways:

- Why are women more involved with CTL than men, genderqueers, trans, and people who identify otherwise?
 - Are certain women dominated fields/places/facets of life more aware of CTL?
 - If so, how do we target and market to areas of other genders (and ages) that are underrepresented in CTL respondents

BACKGROUND + ASSUMPTIONS

DATA SET - UNKNOWNNS

1. Data set (questions + answers) did not correspond to sample survey link
2. Don't know how many actual CTL interactions occurred to calculate success rate with survey responses
3. Each survey doesn't represent a unique individual
 - a. One individual could have submitted multiple surveys
 - b. Some surveys are recorded incorrectly/impartially but still logged
4. Age 55 was not included in any age interval options responder was given



ASSUMPTIONS TAKEN FOR ANALYSIS:

- Assumed every survey represents individual (didn't have criteria to distinguish surveys)
- Insights projected/hypothesized about general populations:
 - Assumed survey population translated / represented general population
- Assumed location data was NOT self reported (but rather based on lat/long data collected by
- Did not account for self reporting bias

