

2017 Knowsmoke Zombie Walk

Final Statistics

Overall Participation

Of the 252 people registered (volunteers and walkers), 141 (56%) of them attended.

	Volunteers		Walkers		Total	
Attended	71	68%	70	47%	141	56%
Did not Attend	33	32%	78	53%	111	44%
Total Registered	104		148		252	

Overall participation by age 18 or older was the highest group in attendance with 45% (n=63) 13 or younger 14% (n=20). Among those who were walkers that were 13 or younger was 27% (n=19) and 18 or older was 41% (n=29).

	Volunteers		Walkers		Total	
13 or Younger	1	1%	19	27%	20	14%
14 Years Old	4	6%	7	10%	11	8%
15 Years Old	5	7%	2	3%	7	5%
16 Years Old	14	20%	5	7%	19	13%
17 Years Old	12	17%	3	4%	15	11%
18 or Older	34	48%	29	41%	63	45%
Unknown	1	1%	5	7%	6	4%
Total	71		70		141	

Participation by Students

A majority of those who attended were students. Of the volunteers, 72% were students – mostly from the Muskegon High School theater group or the Career Tech Center Criminal Justice Program. Of the total walkers present, a combined 59% (n=41) were students.

	Volunteers		Walkers		Total	
Student	51	72%	41	59%	92	65%
Non-Student	19	27%	26	37%	45	32%
Unknown	1	1%	3	4%	4	3%
Total	71		70		141	

Participation by Gender

64% of participants (volunteers and walkers) were female and 27% were male.

	Volunteers		Walkers		Total	
Female	48	68%	42	60%	90	64%
Male	18	25%	20	29%	38	27%
Unknown	5	7%	8	11%	13	9%
Total	71		70		141	

Participation by School District

Among volunteers that attended, the majority of students were from the Muskegon Public School District (n=19, 27%). Among walkers that participated, Muskegon Public School District had the most walkers (n=8, 11%) followed by Mona Shores, then followed by Fruitport and Whitehall that tied with (n=4, 6%)

	Volunteers		Walkers		Total	
Baker	1	1%	0	0%	1	1%
Fruitport	3	4%	4	6%	7	5%
Holton	2	3%	1	1%	3	2%
Mona Shores	3	4%	5	7%	8	6%
Montague	0	0%	0	0%	0	0%
Muskegon	19	27%	8	11%	27	19%
Muskegon CC	9	13%	3	4%	12	9%
North Muskegon	2	3%	3	4%	5	4%
Oakridge	1	1%	2	3%	3	2%
Orchard View	2	3%	2	3%	4	3%
Other Inside MC	2	3%	1	1%	3	2%
Other Outside MC	2	3%	3	4%	5	4%
Ravenna	0	0%	0	0%	0	0%
Reeths-Puffer	2	3%	2	3%	4	3%
Whitehall	2	3%	4	6%	6	4%
Unknown	21	30%	32	46%	53	38%
Total	71		70		141	

Post-Event Survey Results

Which health behavior did the 2015 Knowsmoke Zombie Walk address?

Answer Options	Response Percent	Response Count
Obesity	0.0%	0
Smoking	96.55%	28
Exercise	3.45%	1
<i>answered question</i>		29
<i>skipped question</i>		0

What did you think about the activities held at the event?

Answer Options	Didn't Know About It	Disliked It	Liked It	Loved It	Rating Average	Response Count
Zombie Make-up	1	0	16	10	3.30	27
Zombie Costume Contest	2	0	14	11	3.26	27
T-Shirts	0	0	9	18	3.67	27
Smoke-Free Generation Banner	4	2	9	12	3.07	27
Rock/Tile Painting	9	0	10	8	2.63	27
Resource Tables and Giveaways	3	0	10	14	3.30	27
Hotdogs at L.C.	3	1	7	16	3.33	27
Smoke-free home pledge	7	1	9	10	2.81	27
Zombie walk and monster dance Lessons	3	1	9	13	3.23	27
Dancing outside of L.C.	2	1	11	13	3.30	27
Theatrical zombie skits	4	2	12	9	2.96	27
Walk route	1	0	12	12	3.35	27
Keynote Speaker	12	0	8	5	2.24	27
<i>answered question</i>						27
<i>skipped question</i>						1

Did you participate as a walker or volunteer?

Answer Options	Response Percent	Response Count
Walker	33.33%	9
Volunteer	59.26%	16
Both	7.41%	2
<i>answered question</i>		27
<i>skipped question</i>		1

Which area did you volunteer for?

Answer Options	Response Percent	Response Count
Planning Meetings	20.00%	3
Arena/Check-in	26.67%	4
Arena/Costume Contest	0.00%	0
Arena/T-shirts	20.00%	3
Arena/Guide/Float	13.33%	2
Arena/Food	6.67%	1
Walk/Route	40.00%	6
Hackley Park Zombie Attacks	6.67%	1
<i>answered question</i>		15
<i>skipped question</i>		13
Number	Other (please specify)	Categories
1	Make-up	
2	L.C. Walker Arena set-up	
3	Tile painting	

In your opinion, was the area you volunteered for well organized? (For example, roles explained, leader available, good communication, etc.)

Answer Options	Response Percent	Response Count
Yes	88.89%	16
No	11.11%	2
If no, please explain:		
<i>answered question</i>		18
<i>skipped question</i>		11
Number	If no, please explain	Categories
1	I'm sure it was because everything got changed at the last minute because of the rain but it was a little unorganized.	
2		

Do you feel that enough help was provided for your area?

Answer Options	Response Percent	Response Count
Yes	100.00%	18
No	16.67%	0
If no, please explain		
<i>answered question</i>		18
<i>skipped question</i>		11

Number	If no, please explain	Categories
1		
2		

What specific activity did you help with?

Answer Options	Response Count
<i>answered question</i>	12
<i>skipped question</i>	17

Number	Response Text
1	I floated and helped in various areas since the sign-up tables were well attended.
2	Volunteer check in, food
3	Traffic
4	Walk route
5	Directing the walkers where to go and when to stop in the park at the "zombie attack scenes"
6	Pledge table, walk, announcements, planning.
7	Movement, theatre, and makeup
8	Setting up tables, putting up decorations, assisting in bringing in items, handing out bracelets
9	Check in/registration
10	Greeting people
11	I floated and assisted any areas that needed help
12	I was part of the MCC blood pressure table. I stayed there most of the time

Do you feel your volunteer efforts were recognized and appreciated?

Answer Options	Response Percent	Response Count
Yes	94.44%	17
No	5.56%	1
If no, please explain.		0
	<i>answered question</i>	18
	<i>skipped question</i>	11

Number	If no, please explain.	Categories
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Do you feel that the overall event was successful?

Answer Options	Response Percent	Response Count
Yes	94.12%	16
No	5.88%	1
If no, please explain.		1
Low numbers for turnout this year		
	<i>answered question</i>	17
	<i>skipped question</i>	11

Would you participate next year if we held this event again?

Answer Options	Response Percent	Response Count
Yes	92.59%	25
No	7.41%	2
	<i>answered question</i>	27
	<i>skipped question</i>	2

How could we make this event better next time?

Answer Options	Response Count
<i>answered question</i>	
<i>skipped question</i>	
Number	Response Text
1	Zombie theme music, to walk/dance to. Example: Music from the mall in "Dawn of the Dead".
2	walk slower for the 'real zombies'
3	Longer walk
4	Longer walk. Have kids costume contest separate from the adult contest.
5	Everything was good
6	The weather was really bad this year, so most of the community did not appear to attend. Things weren't super organized. I'm guessing because things had to be changed at the last minute. However, I think there should have been some sort of explanation on the website that said it would be at LC if bad weather. I don't think most knew, which is why there appeared to be a bad turnout. I only knew it was still going on by texting someone involved with the event.
7	Have it on a more sunny day.
8	Was GREAT !!!!!!!
9	Maybe just letting volunteers know where to go; for example, we arrived at the LC Walker arena at 9am as indicated in our sign up, but nobody showed up until around 0930. We were actually about to leave when everyone showed up! Other than that, great event for volunteering!

10	I would not change anything. This was the best Zombie Walk yet
11	increase participation
12	Better acting for the theatrical part, make it less cheesy. Kind of makes not smoking seem like a joke, make it more serious. Show smokers lungs, stuff like that.

Do you feel that our message...become the smokefree generation, not a tobacco zombie...was delivered clearly?

Answer Options	Response Percent	Response Count
Yes	100.00%	24
No	0.00%	0
<i>answered question</i>		24
<i>skipped question</i>		5

Did this event strengthen your belief that tobacco & electronic cigarette use is harmful to your health?

Answer Options	Response Percent	Response Count
Yes	86.96%	20
No	13.04%	3
<i>answered question</i>		23
<i>skipped question</i>		6

Do you intend to live a smokefree & (ecig)-vapor free life?

Answer Options	Response Percent	Response Count
Yes	95.83%	23
No	4.17%	1
<i>answered question</i>		24
<i>skipped question</i>		5