

Tier III Awareness, Familiarity, and Use Survey

The Daily Campus

		Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Were you aware that there is a student newspaper on campus?	Yes	98.67%	97.97%	85.37%	87.96%	96.69%	83.40%
What is the name of the campus newspaper?	UConn News	0.51%	0.69%	0.35%	1.45%	0.57%	1.03%
	Daily Campus	99.26%	98.70%	99.09%	97.66%	98.90%	98.35%
	Connecticut Dispatch	0.05%	0.07%	0.05%	0.23%	0.14%	0.23%
	UConn Free Press	0.19%	0.55%	0.51%	0.66%	0.39%	0.40%
During the average week, how often do you access content created by the student newspaper?	0 times	42.28%	50.63%	49.47%	51.15%	42.58%	53.42%
	1 time	30.23%	25.57%	29.03%	27.34%	32.40%	28.73%
	2 times	11.58%	11.24%	11.03%	11.20%	15.34%	10.38%
	3 times	6.98%	5.79%	5.46%	5.27%	5.59%	3.59%
	4 or more times	8.93%	6.75%	5.01%	5.04%	4.09%	3.88%
How do you prefer to read the student newspaper?	Hard copy (on paper)	50.93%	45.11%	46.38%	51.35%	37.29%	48.46%
	Online	10.79%	12.72%	21.40%	31.47%	42.49%	35.79%
	No preference	10.56%	10.11%	7.28%	12.84%	7.48%	9.47%
	Organization's Social Media	N/A	N/A	2.38%	4.34%	12.75%	6.27%
	I do not read the newspaper	27.72%	32.05%	22.56%	N/A	N/A	N/A
What section(s) of the student newspaper do you typically read? (Check up to 3)	News	50.14%	47.48%	65.40%	75.49%	69.93%	33.61%
	Life	27.95%	21.87%	25.57%	44.65%	47.11%	22.93%
	Sports	23.16%	25.54%	33.88%	18.74%	32.10%	17.23%
	Opinion	44.14%	27.15%	31.59%	33.27%	30.58%	18.26%
	Classifieds	29.81%	4.87%	6.80%	7.49%	5.79%	3.95%
	I do not read any sections of the student newspaper	N/A	37.47%	17.85%	5.35%	6.99%	4.02%
Do you read the advertisements or classifieds?	Yes	22.56%	18.55%	22.89%	N/A	N/A	N/A
Are you satisfied with the availability of the Daily Campus on campus?	Yes	94.87%	93.11%	93.11%	90.00%	90.94%	89.74%
To what extent do you feel that the organization has actively sought your input and opinion about their operation?	Completely	8.41%	6.43%	7.73%	8.26%	8.55%	9.88%
	Considerably	14.51%	12.42%	15.15%	10.65%	11.37%	12.70%
	Moderately	20.97%	19.08%	19.21%	15.49%	15.94%	16.89%
	Not very much	20.79%	20.04%	19.34%	21.95%	20.87%	19.61%
	Not at all	28.20%	34.21%	30.77%	34.87%	34.58%	29.10%
	Not applicable	7.11%	7.82%	7.81%	8.77%	8.70%	11.82%
	Positive	43.89%	37.93%	42.09%	34.40%	35.86%	39.47%
	Negative	48.99%	54.25%	50.11%	56.82%	55.45%	48.71%
To what extent do you feel that the organization has been responsive to your opinions and input?	Completely	6.10%	5.11%	4.32%	7.22%	8.01%	8.66%
	Considerably	10.78%	8.98%	7.68%	8.99%	9.58%	11.05%
	Moderately	16.77%	13.93%	14.23%	11.59%	13.28%	15.18%
	Not very much	7.52%	7.78%	16.76%	7.13%	7.44%	7.64%
	Not at all	9.66%	11.26%	45.40%	10.29%	11.39%	9.44%
	Not applicable	49.17%	52.93%	11.61%	54.78%	50.30%	48.03%
	Positive	33.65%	28.02%	26.23%	27.80%	30.87%	34.89%
	Negative	17.18%	19.04%	62.16%	17.42%	18.83%	17.08%
To what extent do you believe the organization works in the best interest of the student body?	Completely	N/A	N/A	N/A	28.57%	26.85%	25.55%
	Considerably	N/A	N/A	N/A	33.88%	35.85%	34.11%
	Moderately	N/A	N/A	N/A	22.12%	22.84%	23.36%
	Not very much	N/A	N/A	N/A	7.25%	6.84%	7.59%
	Not at all	N/A	N/A	N/A	3.24%	3.30%	3.75%
	Not applicable	N/A	N/A	N/A	4.93%	4.32%	5.64%
	Positive	N/A	N/A	N/A	84.57%	85.54%	83.02%
	Negative	N/A	N/A	N/A	10.49%	10.14%	11.34%